

Cigars, Cigarillos and Smoking Tobacco in Bulgaria

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Cigars, Cigarillos and Smoking Tobacco in Bulgaria - Category analysis

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2023 DEVELOPMENTS

Economy segment is most heavily impacted by rising cost of living

Lack of innovation weakens sales performance

Food/drink/tobacco specialists continue to dominate retail sales

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos expected to see decline

Cigars to remain niche and premium-positioned

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Competitive landscape

Retailing developments

What next for tobacco?

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Plain packaging
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DISCLAIMER

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