

Tobacco in Ukraine

July 2023

Table of Contents

[Tobacco in Ukraine](#)

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 2 - Sales of Tobacco by Category: Volume 2017-2022

Table 3 - Sales of Tobacco by Category: Value 2017-2022

Table 4 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

[Cigarettes in Ukraine](#)

KEY DATA FINDINGS

2022 DEVELOPMENTS

Against a very difficult economic and social backdrop, cigarette sales continue to decline in 2022

Philip Morris loses the leading position due to the dangerous location of its manufacturing facility

Illicit sales remain at a very high level in 2022

PROSPECTS AND OPPORTUNITIES

Continued decline expected in cigarette volume sales

Recovery of local production operations and return of displaced persons could improve the outlook

Premiumisation expected to be absent in the cigarettes category

TAXATION AND PRICING

Taxation rates

Table 10 - Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 3 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 - Sales of Cigarettes: Volume 2017-2022

Table 12 - Sales of Cigarettes by Category: Value 2017-2022

Table 13 - Sales of Cigarettes: % Volume Growth 2017-2022

Table 14 - Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 15 - Sales of Cigarettes by Blend: % Volume 2017-2022

Table 16 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 17 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 18 - Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 19 - Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 20 - NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 21 - LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 22 - Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 23 - Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 24 - Forecast Sales of Cigarettes: Volume 2022-2027

Table 25 - Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 26 - Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 27 - Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 28 - Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 29 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 30 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 31 - Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 32 - Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

Cigars, Cigarillos and Smoking Tobacco in Ukraine

KEY DATA FINDINGS

2022 DEVELOPMENTS

War-related import and logistics issues result in availability problems for cigars, cigarillos and smoking tobacco

Lack of innovations as players concentrate on getting existing products to customers

Cigarillos perform slightly better than cigars thanks to their on-the-go consumption nature

PROSPECTS AND OPPORTUNITIES

As long as the war continues some of the older consumer base for cigars and pipe tobacco may not return to Ukraine

Retail recovery and development will help drive a rebound in cigars, cigarillos and smoking tobacco

Fine cut tobacco expected to see positive annual growth throughout the forecast period

CATEGORY DATA

Table 33 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 34 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 35 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 36 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 37 - Sales of Cigars by Size: % Volume 2017-2022

Table 38 - Sales of Cigarillos by Price Platform 2017-2022
Table 39 - NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022
Table 40 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022
Table 41 - NBO Company Shares of Cigars: % Volume 2018-2022
Table 42 - LBN Brand Shares of Cigars: % Volume 2019-2022
Table 43 - NBO Company Shares of Cigarillos: % Volume 2018-2022
Table 44 - LBN Brand Shares of Cigarillos: % Volume 2019-2022
Table 45 - NBO Company Shares of Smoking Tobacco: % Volume 2018-2022
Table 46 - LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022
Table 47 - NBO Company Shares of Pipe Tobacco: % Volume 2018-2022
Table 48 - LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022
Table 49 - NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022
Table 50 - LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022
Table 51 - Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022
Table 52 - Distribution of Smoking Tobacco by Format: % Volume 2017-2022
Table 53 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027
Table 54 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027
Table 55 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027
Table 56 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Ukraine

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco sales decline in 2022, but at relatively moderate rates
 Consumers continue to switch from rechargeable to single-use vaping products
 In spite of a decline in 2022, nicotine pouches offer potential

PROSPECTS AND OPPORTUNITIES

New product launches show players' faith in the potential of heated tobacco
 Philip Morris launches new vaping products
 Legal changes to impact e-vapour products

CATEGORY INDICATORS

Table 57 - Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 58 - Sales of Tobacco Heating Devices: Volume 2017-2022
Table 59 - Sales of Tobacco Heating Devices: % Volume Growth 2017-2022
Table 60 - Sales of Heated Tobacco: Volume 2017-2022
Table 61 - Sales of Heated Tobacco: % Volume Growth 2017-2022
Table 62 - Sales of Tobacco Free Oral Nicotine: Volume 2017-2022
Table 63 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2017-2022
Table 64 - Sales of Tobacco Free Oral Nicotine by Category: Value 2017-2022
Table 65 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2017-2022
Table 66 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022
Table 67 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022
Table 68 - Sales of E-Liquids by Nicotine Strength: % Value 2019-2022
Table 69 - NBO Company Shares of E-Vapour Products: % Value 2018-2022
Table 70 - LBN Brand Shares of E-Vapour Products: % Value 2019-2022
Table 71 - NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022
Table 72 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022
Table 73 - NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 74 - LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 75 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2018-2022

Table 76 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2019-2022

Table 77 - Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 78 - Forecast Sales of Tobacco Heating Devices: Volume 2022-2027

Table 79 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2022-2027

Table 80 - Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 81 - Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 82 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027

Table 83 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2022-2027

Table 84 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2022-2027

Table 85 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2022-2027

Table 86 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 87 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

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