

# **Cigarettes in Ukraine**

June 2025

Table of Contents

#### Cigarettes in Ukraine - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Volume sales rebound as illicit trade declines PMI gains ground as BAT shifts focus to alternatives Traditional trade retains dominance as e-commerce gains traction

#### PROSPECTS AND OPPORTUNITIES

Volume decline to continue as consumers shift to illicit products and modern alternatives Industry responds to flavour ban with novel workarounds and premium blends Chesterfield leads innovation with enlarged packs and new tobacco blends

#### TAXATION AND PRICING

Taxation rates Table 1 - Taxation and Duty Levies 2019-2024 Average cigarette pack price breakdown Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 2 - Sales of Cigarettes: Volume 2019-2024 Table 3 - Sales of Cigarettes by Category: Value 2019-2024 Table 4 - Sales of Cigarettes: % Volume Growth 2019-2024 Table 5 - Sales of Cigarettes by Category: % Value Growth 2019-2024 Table 6 - Sales of Cigarettes by Blend: % Volume 2019-2024 Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2019-2024 Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2019-2024 Table 9 - Sales of Cigarettes by Pack Size: % Volume 2019-2024 Table 10 - Sales of Cigarettes by Price Band: % Volume 2019-2024 Table 11 - NBO Company Shares of Cigarettes: % Volume 2020-2024 Table 12 - LBN Brand Shares of Cigarettes: % Volume 2021-2024 Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024 Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2019-2024 Table 15 - Forecast Sales of Cigarettes: Volume 2024-2029 Table 16 - Forecast Sales of Cigarettes by Category: Value 2024-2029 Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029 Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029 Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2024-2029 Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2024-2029 Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2024-2029 Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2024-2029 Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 2024-2029

#### Tobacco in Ukraine - Industry Overview

#### EXECUTIVE SUMMARY

Tobacco in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for tobacco?

#### **OPERATING ENVIRONMENT**

Legislation Legislative overview Summary 2 - 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 24 - Number of Adult Smokers by Gender 2019-2024

#### MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2019-2024Table 26 - Sales of Tobacco by Category: Value 2019-2024Table 27 - Sales of Tobacco by Category: % Volume Growth 2019-2024Table 28 - Sales of Tobacco by Category: % Value Growth 2019-2024Table 29 - Forecast Sales of Tobacco by Category: Volume 2024-2029Table 30 - Forecast Sales of Tobacco by Category: Value 2024-2029Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029Table 32 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

#### DISCLAIMER

#### SOURCES

Summary 3 - Research Sources

### About Euromonitor International

## Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus
  of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigarettes-in-ukraine/report.