

# Cigarettes in Denmark Market 2017- Revenue, Price and Gross Margin Research Report

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## SUMMARY

WiseGuyReports published new report, titled "Cigarettes in Denmark".

"Cigarettes in Denmark, 2017", is an analytical report by that provides extensive and highly detailed current and future market trends in the Danish market. The report analyzes the market size and structure, on both an overall and and per capita basis, based upon a unique combination of industry research, fieldwork, market sizing analysis, and our in-house expertise. Key companies and consumer trends are also analyzed.



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Cigarettes in Denmark

The Danish cigarette market is very small and has registered near consistent decline since 2006 after seeing relatively buoyant growth during the late 1990s and early 2000s. A combination of rising taxes, anti-smoking laws, growth of the RYO sector, and consumers generally moving away from cigarettes has led to decreasing consumption levels in the country. The market is also entirely dependent on imports as BAT closed its last factory in 2010. Consequently, the market is expected to continue its long term decline as per capita and overall volumes decrease in the country due to a combination of tax hikes and anti-smoking government laws.

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## Scope

- The market peaked in 2006 at 8 billion pieces but has since fallen in every year.
- Per capita consumption stood at 1,026 pieces per year in 2016.
- The smoking population has FALLEN to only one fifth of the total adult population in 2016 compared to 38.9% in 1990.

## Key points to buy

- Get a detailed understanding of consumption to align your sales and marketing efforts with the latest trends in the market.
- Identify the areas of growth and opportunities, which will aid effective marketing planning.
- The differing growth rates in regional product sales drive fundamental shifts in the market.
- This report provides detailed, authoritative data on these changes - prime intelligence for marketers.
- Understand the market dynamics and essential data to benchmark your position and to

identify where to compete in the future.

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