

Tobacco in the BRIC (Brazil, Russia, India, China) Countries – Market Overview and Forecasts to 2013

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Abstracts

Introduction

This report covers key aspects of the tobacco market in four emerging / high growth economies: Brazil, Russia, India and China. Data is provided for market value and volume by category, company and brand market shares, distribution channels, and expenditure and consumption per capita for the historic and forecast periods.

Scope

- * Contains information on : cigarettes, loose tobacco, cigars and cigarillos, and chewing tobacco
- * Market and category level information on value, volume, and expenditure & consumption, with historic (2003-08) and forecast (2009-13) data
- * Market level company and brand shares as well as distribution share information
- * Recent product launches

Highlights

Brazil is expected to exhibit steady growth between 2008 and 2013

Russia is home to the second largest tobacco market, led by cigarettes, cigars and cigarillos category displays rapid growth

China leads the tobacco market among the BRIC nations in terms of value

Reasons to Purchase

- * Develop business strategies by understanding the quantitative trends within the tobacco market in high growth / emerging nations
- * Identify key players within the tobacco market in Brazil, Russia, India and China to plan lucrative M&A, partnerships and agreements
- * Obtain insight into new product launches within the tobacco market in Brazil, Russia, India and China

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