

Tobacco Market in Hong Kong to 2014

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Abstracts

Introduction

This databook provides key data and information on the tobacco market in Hong Kong. This report is a comprehensive resource for market, category and segment level data including value, volume, distribution share and company & brand share. This report also provides expenditure and consumption data for the historic and forecast periods.

Scope

Contains information on three categories : cigarettes, loose tobacco and cigars and cigarillos

Market, category and segment level information on value, volume, and expenditure & consumption, with historic (2004-09) and forecast (2010-14) data

Category level company and brand share as well as distribution share information for 2008 and 2009

Review of the top two companies within the tobacco market, including company overview, key facts and business description

Highlights

The market for tobacco in Hong Kong increased at a compound annual growth rate of 3.3% between 2004 and 2009.

The cigarettes category led the tobacco market in Hong Kong, accounting for a

share of 98.7%.

The leading player in the Hong Kong tobacco market is Philip Morris International.

Reasons to Purchase

Develop business strategies by understanding the quantitative trends within the tobacco market in Hong Kong

Design effective marketing and sales strategies by identifying key market categories and segments

Identify key players within the market to plan lucrative M&A, partnerships and agreements

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