

Global Smokeless Tobacco Market Report: 2016 Edition

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Abstracts

Smokeless tobacco is tobacco that is not burnt. Smokeless tobacco products contain tobacco or a blend of tobacco that is most often chewed, sucked on and spit out after the tobacco juices are built up, or sniffed. It is also known as chewing tobacco, oral tobacco, spit or spitting tobacco, dip, chew, and snuff. Nicotine in the tobacco is absorbed through the lining of the mouth. The various forms of smokeless tobacco are: Chewing tobacco, Snuff, E-Cigarettes, Snus and Dissolvable Tobacco.

Although the share of this segment in the total tobacco market is relatively smaller, this industry has a higher scope of growth in the coming years due to increasing anti-smoking legislations across various parts of the world as well as increasing awareness about the lower health risk associated with smokeless tobacco products as compared to smokeable tobacco products.

The key factors which are anticipated to drive this market include reducing cigarette consumption, rising real GDP, rising household consumption expenditure and growing demand for pouched products. Some of the noteworthy progresses of this industry include the development of vaping technology and increasing popularity of E-cigarettes. However, the growth of respective industry is hindered by the illicit tobacco trade, rising excise duties, stringent tobacco regulations by the government and marketing restrictions imposed on the producers.

The report provides a comprehensive study of global smokeless tobacco market and also major regional markets. Furthermore, market dynamics such as key trends and development; and challenges are analyzed in depth. The global smokeless tobacco industry is highly competitive consisting of several large companies including the Reynolds American Inc, Altria Group, Imperial Tobacco Group etc. The competitive

landscape of the respective market, along with the company profiles of the leading players are also discussed in detail.

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