

# China Tobacco Market Outlook to 2018 - Driven by Rising Consumption of Cigars

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## Abstracts

The report titled “China Tobacco Market Outlook to 2018 – Driven by Rising Consumption of Cigars” provides a comprehensive analysis of the various aspects such as the market size of the China tobacco market and the segments such as cigar, smokeless tobacco, cigarettes along with the future outlook of the industry. The report also covers the market shares of major players in each business segment in China.

The rising prices of cigarettes due to increasing taxes imposed on tobacco products by government authorities has led to an incline in the country’s tobacco market revenue during the last few years. However, increasing number of restrictions on tobacco use due to rising number of deaths and illness has contributed to the decelerating growth of the cigarettes volume sales in the recent years. Tobacco is the one of the major causes of premature deaths and various harmful diseases. Consumption of tobacco products across China region has posed major challenges to the healthcare industry which has augmenting the industrial as well government healthcare costs. Government authorities as well as various NGOs have been stepping afoot in order to curb the growing number of deaths from smoking and other tobacco products consumption.

The revenue of tobacco market in China has showcased a CAGR of ~% over the period 2007-2013. The growing urbanization in China along with their growing disposable income has encouraged them to adapt modern lifestyle over the last few years. China has been witnessing staggering growth of the smoking population with people increasingly adapting to urban lifestyle which encourage them to spend on leisure time activities such as clubbing, night parties, drinking and smoking. The increasing demand of tobacco products has also been driven by growing influence of celebrities in movies which showcase smoking and drinking scenes. It significantly impacts the youth population which in turn has augmented the prevalence of smoking in the last few

years.

The CNTC manufactures more than ~ brands of cigarettes, from low quality cigarettes targeted at rural farming regions up to premium and luxury cigarettes aimed at high net worth people and consumers who prefer to buy prestige and luxury products. Leading companies such as BAT and PMI are dependent upon the CNTC to sell their brands in China. In the future, leading brands in China are expected to target adjacent countries in order to cater to the international demand of tobacco products. Currently, the Cigarettes brands of China are unknown outside the country but the growing presence of international brands in the country will influence the domestic brands to explore international market in the upcoming years.

In the upcoming years, the tobacco market in China is expected grow at a CAGR of ~% and will reach USD 434 billion by 2018. The cigarettes market which is the largest segment of China tobacco market is expected to grow at a CAGR of ~% from 2014-2018 and will generate annual revenue of USD ~ million by 2018. In terms of production, the China cigarettes market is expected to reach ~million sticks by 2018, and will grow at a CAGR of ~% from 2014-2018.

## **KEY TOPICS COVERED IN THE REPORT**

The market size of China Tobacco market, market size China cigarettes market, market size of China cigar market.

Market segmentation of China tobacco market by Product categories, international and national players, By price range, By types of manufacturers, By different regions in China.

Trends and Developments in China Tobacco market.

Competitive landscape and detailed company profiles of the major players of Tobacco market in China, India, Russia, Brazil and South Africa.

Market shares of major players of Tobacco market in China, market share of major brands in the China tobacco market.

Future outlook and projections of tobacco market in China.

SWOT Analysis and Cause and Effect Relationship of China Tobacco Market.

Macroeconomic Variables and their future projections in China Tobacco Market.

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