

Global Flavour Capsule Cigarette Market Size study, by Flavour (Menthol Flavoured, Clove Flavoured, Fruit Flavoured, Others) by Product Type (Single Capsule, Double Capsule) by Price Range (Economic, Premium) by Distribution Channel (Direct Sales, Indirect Sales) and Regional Forecasts 2022-2028

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Abstracts

Global Flavour Capsule Cigarette Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Flavour Capsule Cigarettes are type of Cigarettes which comes with flavour-changing capsules in the filter. Generally Capsule cigarettes are perceived as tasting better, being smoother on the throat due to low nicotine content, more fun to smoke, and more attractive compared to non-flavored cigarettes. Growing demand for flavor-based cigarettes and revised promotional strategies & new product launches by leading market players are key drivers for the growth of Flavour Capsule Cigarette market. For instance, according to World Health Organization (WHO)'s estimates as of 2021, Menthol flavored cigarettes account for around 10% of the global cigarette market. Also, as per Tobacco-Free Kids Organization (An American non-profit membership organization)'s TRENDS IN TOBACCO INDUSTRY MARKETING 2020 report- in 2020, tobacco companies spent USD 8.4 billion to marketing of their products which is over USD 23 million each day. In 2020, over USD 7.8 billion was spent on cigarette marketing alone, around 98% of this USD 7.8 billion spent on price discounts, point of sale advertising and in offering promotional allowances to make cigarettes more affordable and ensure prime retail space. Also, with rising adoption of online sales channel and growing focus over healthier smoking technologies, the adoption & demand for Flavour Capsule Cigarette is likely to increase the market growth during the forecast period. However, stringent government regulations and bans impede the

growth of the market over the forecast period of 2022-2028.

The key regions considered for the Global Flavour Capsule Cigarette Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to increasing number of early age smokers and growing per capita income in the region. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate / CAGR over the forecast period 2022-2028. Factors such as growing consumption of cigarette in the region would create lucrative growth prospects for the Flavour Capsule Cigarette market across Asia-Pacific region.

Major market player included in this report are:

Benson & Hedge

Bohem Caf?

Camel Double

Chesterfield

Craven a Click

Davidoff

Dunhill

Esse

Fortune Tribal

Harmony

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Flavour:

Menthol Flavoured

Clove Flavoured

Fruit Flavoured

Others

By Product Type:

Single Capsule

Double Capsule

By Price Range:

Economic

Premium

By Distribution Channel:

Direct Sales

Indirect Sales

foods & beverages

Pharmaceutical

Textiles

Petrochemicals

Adhesives

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Flavour Capsule Cigarette Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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