

# **Global Roll-Your-Own (RYO) Tobacco Product Market Size study, by Product (RYO Tobacco, Rolling Paper & Cigarette Tubes, Injector and Filter & Paper Tip), by Distribution Channel (Offline and Online), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Roll-Your-Own (RYO) Tobacco Product Market is valued approximately at USD 7.49 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 4.20% over the forecast period 2021-2027. RYO tobacco products are usually made by using cigarette papers and loose tobacco. Trend of adopting less expensive substitute of cigarette to maintain addiction of nicotine is benefitting RYO tobacco products market. Easy availability over internet and local retail shops, less expensive than factory made tobacco and new product launches by market players with different flavors are boosting the market demand. For instance, in November 2019, Imperial Tobacco launched a combi-pouch for roll-your-own-tobacco brand Riverstone which includes 30g of easy-to-roll tobacco, 60 filters, and 60 papers. Furthermore, introduction of environment friendly paper tips and filters and rising consumption among students and females are expected to impact the market positively in coming years. However, risk of occurring health problems such as cardiovascular disease, lung cancer and others and stringent government regulations on tobacco products are anticipated to hamper the market growth during forecast period. For instance, according to May 2020 report of World Health Organization, tobacco is one of the biggest health threats that kills over 8 million people in a year globally.

Among Asia Pacific, North America, Europe, Latin America, and Rest of the World, Europe is the significant region across the world in terms of market share due to growing demand of product because of high smoking rate. Whereas North America is anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to

growing popularity of roll-your-own tobacco products among students, young adults and female population especially in United States.

Major market player included in this report are:

Shine Brands  
Imperial Brands  
British American Tobacco  
Japan Tobacco International  
Scandinavian Tobacco Group A/S  
Altria Group, Inc.  
Philip Morris International  
HBI International  
Curved Papers, Inc.  
Karma Filter Tips

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 Product:

RYO Tobacco  
Rolling Paper & Cigarette Tubes  
Injector  
Filter & Paper Tip

By Distribution Channel:

Offline  
Online

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  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Roll-Your-Own Tobacco Product 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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