

# Cigars and Cigarillos in China

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## Abstracts

In China, cigars have traditionally been a luxury tobacco product mainly purchased by more affluent middle-aged consumers. However, this luxury image only matches with hand-made large or standard size cigars that shift due to the fact that increasing newly launched small cigars with lower prices have made cigars more affordable to general consumers in China over the review period.

Euromonitor International's Cigars and Cigarillos in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

**Product coverage:** Cigarillos, Cigars.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Cigars and Cigarillos market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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