

Cigars and Cigarillos in Georgia

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Abstracts

The devaluation and fluctuations of the Georgian lari throughout 2014 and 2015 caused consumers to reduce their expenditure. With the local currency devalued by 30% in the fourth quarter of 2015, compared with the corresponding period in 2014, consumers were uncertain about their short-term prospects. This resulted in much slower retail volume sales growth in cigars and cigarillos in 2015

Euromonitor International's Cigars and Cigarillos in Georgia 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.

Contents

Headlines

Trends

Taxation and Pricing

Duty Paid Packet Marks

Taxation Rates

Table 1 Taxation and Duty Levies 2010-2015 (cigars)

Table 2 Taxation and Duty Levies 2010-2015 (cigarillos)

Competitive Landscape

New Product Developments

Summary 1 Cigars: New Product Launches

Distribution

Hand-made Vs Machine Manufactured Splits

Category Data

Table 3 Sales of Cigars and Cigarillos by Category: Volume 2010-2015

Table 4 Sales of Cigars and Cigarillos by Category: Value 2010-2015

Table 5 Sales of Cigars and Cigarillos by Category: % Volume Growth 2010-2015

Table 6 Sales of Cigars and Cigarillos by Category: % Value Growth 2010-2015

Table 7 Sales of Cigars by Size: % Volume 2010-2015

Table 8 Sales of Cigars by Handmade vs Machine-manufactured: % Volume 2010-2015

Table 9 NBO Company Shares of Cigars and Cigarillos: % Volume 2011-2015

Table 10 LBN Brand Shares of Cigars and Cigarillos: % Volume 2012-2015

Table 11 NBO Company Shares of Cigars: % Volume 2011-2015

Table 12 LBN Brand Shares of Cigars: % Volume 2012-2015

Table 13 NBO Company Shares of Cigarillos: % Volume 2011-2015

Table 14 LBN Brand Shares of Cigarillos: % Volume 2012-2015

Table 15 Distribution of Cigars and Cigarillos by Format: % Volume 2010-2015

Table 16 Forecast Sales of Cigars and Cigarillos by Category: Volume 2015-2020

Table 17 Forecast Sales of Cigars and Cigarillos by Category: Value 2015-2020

Table 18 Forecast Sales of Cigars and Cigarillos by Category: Value 2015-2020

Table 19 Forecast Sales of Cigars and Cigarillos by Category: % Volume Growth 2015-2020

Table 20 Forecast Sales of Cigars and Cigarillos by Category: % Value Growth 2015-2020

British American Tobacco Georgia Ltd in Tobacco (georgia)

Strategic Direction

Key Facts

Summary 2 British American Tobacco Georgia Ltd: Key Facts

Summary 3 British American Tobacco Georgia Ltd: Operational Indicators

Production

Competitive Positioning

Summary 4 British American Tobacco Georgia Ltd: Competitive Position 2015

Executive Summary

Decline in Retail Volume Sales of Cigarettes

Philip Morris International's Brands "disappear"

Movement in the Competitive Landscape of Cigarettes

Traditional Grocery Retailers Continue To Lead the Distribution of Tobacco Products

the Outlook Is Gloomy for Cigarettes

Operating Environment

Legislation

Summary 5 Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Plain Packaging

Advertising and Sponsorship

Point-of-sale Display Bans

Smoking in Public Places

Low Ignition Propensity (Iip) Cigarette Regulation

Flavoured Tobacco Product Ban

'reduced Harm'

Electronic Cigarettes

Litigation

Death by Cause

Table 21 Deaths by Cause 2011-2015

Production/imports/exports

Market Indicators

Table 22 Illicit Trade Estimate of Cigarettes: Volume 2010-2015

Table 23 Smoking Prevalence in Adult Population 2010-2015

Table 24 Number of Adult Smokers by Gender 2010-2015

Market Data

Table 25 Sales of Tobacco by Category: Volume 2010-2015

Table 26 Sales of Tobacco by Category: Value 2010-2015

Table 27 Sales of Tobacco by Category: % Volume Growth 2010-2015

Table 28 Sales of Tobacco by Category: % Value Growth 2010-2015

Table 29 Forecast Sales of Tobacco by Category: Volume 2015-2020

Table 30 Forecast Sales of Tobacco by Category: Value 2015-2020

Table 31 Forecast Sales of Tobacco by Category: % Volume Growth 2015-2020

Table 32 Forecast Sales of Tobacco by Category: % Value Growth 2015-2020

Sources

Summary 6 Research Sources

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