

Cigars and Cigarillos in the Philippines

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Abstracts

The culture of smoking cigars is deeply rooted in Filipino history, with Spanish colonisers introducing this pastime to the country centuries ago. Like wine, cigar smoking is aspirational for most consumers, especially since it embodies the concept of power and success. To sustain this tradition, Philippines-based tobacco manufacturers continue to hand craft high-quality cigars even today, while imported cigars have become more widely available in stores and high-end bars and lounges. In 2015, h...

Euromonitor International's Cigars and Cigarillos in Philippines 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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