

Cigars in Mexico

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Abstracts

In Mexico, cigar and cigarillo smoking is not very common among the population, as these tobacco products are regarded by most consumers as luxury items to be consumed on a special occasion. Many people find cigars unpleasant to consume, because of their bitter taste or the large amount of smoke they emit. However, cigar lovers have a good knowledge of brands, flavours and sizes and there is a whole culture surrounding cigar smoking. These consumers do not consider cigarillos to be real cigars.

Euromonitor International's Cigars in Mexico report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, 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 2019 illustrate how the market is set to change.

Product coverage: Cigarillos, Cigars Excluding Cigarillos.

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 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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