

Tobacco - Vietnam

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Abstracts

Despite of the absolute ban on tobacco advertising in Vietnam since 2003, manufacturers leveraged the loose control of regulations by the government to expand their point-of-sale advertising as a means of enhancing brand awareness and increasing retail volume sales. Moreover, the low health awareness of Vietnamese consumers, together with the ineffectiveness of the government's education programme, boosted retail volume sales of cigarettes at the end of the preview period. While many Vietnamese...

Euromonitor International's Tobacco in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes Including RYO Cigarettes, Cigars, Smokeless Tobacco, Smoking Tobacco.

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

Why buy this report?

Get a detailed picture of the Tobacco 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.

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Contents

- Executive Summary
- Active Point-of-sale Advertising Boosts Awareness and Sales
- High Tar Cigarettes Remains the Dominant Type
- Illicit Trade Poses Potential Threats To Domestic Production
- Street Vendors Is the Key Distribution Channel
- Industry Under Threat From Plans for Stricter Legislation and Tax Hikes
- Operating Environment
- Legislative Overview/ Fctc Ratification
- Summary 1 Legislation Summary at a Glance
- Minimum Legal Smoking Age
- Smoking Prevalence
 - Table1 Smoking Prevalence in Adult Population 2004-2009
 - Table2 Number of Smokers by Gender 2004-2009
- Tar Levels
 - Table3 Suggested Tar and Nicotine Content 2005-2010, 2010-2015 and 2015-2020
 - Table4 Regulated Tar and Nicotine Content to be Applied 2008-2014
- Health Warnings
 - Summary 2 Health Warnings on Tobacco Packages
- Advertising & Sponsorship
 - Summary 3 Ban on Advertising, Promotion and Sponsorship
- Smoking in Public Places
 - Summary 4 Smoking-Free Environment
- Low Ignition Propensity (lip) Regulation
- Litigation
- Death by Cause
 - Table5 Death by Cause 2004-2009
- Taxation and Pricing
- Duty Paid Packet Marks
- Taxation Rates
 - Table6 Taxation and Duty Levies 2001-2009
- Average Cigarette Pack Price Breakdown
 - Table7 Average Cigarette Pack Price Breakdown: Brand Examples 2009
- Production/imports/exports
 - Table8 Production/Imports/Exports 2004-2009
 - Table9 Trade Statistics - Cigarettes
- Illicit Trade in Cigarettes
- Market Indicators

Table10 Illicit Trade Estimate of Cigarettes by Volume 2004-2009

Market Data

Table11 Sales of Tobacco by Category: Volume 2004-2009

Table12 Sales of Tobacco by Category: Value 2004-2009

Table13 Sales of Tobacco by Category: % Volume Growth 2004-2009

Table14 Sales of Tobacco by Category: % Value Growth 2004-2009

Table15 Forecast Sales of Tobacco by Category: Volume 2009-2014

Table16 Forecast Sales of Tobacco by Category: Value 2009-2014

Table17 Forecast Sales of Tobacco by Category: % Volume Growth 2009-2014

Table18 Forecast Sales of Tobacco by Category: % Value Growth 2009-2014

Definitions

Summary 5 Research Sources

British American Tobacco Vietnam Ltd

Strategic Direction

Key Facts

Summary 6 British American Tobacco Vietnam Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 7 British American Tobacco Vietnam Ltd: Competitive Position 2009

Philip Morris Vietnam SA

Strategic Direction

Key Facts

Summary 8 Philip Morris Vietnam SA: Key Facts

Company Background

Production

Competitive Positioning

Summary 9 Philip Morris Vietnam SA: Competitive Position 2009

Saigon Tobacco Co Ltd

Strategic Direction

Key Facts

Summary 10 Saigon Tobacco Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Vietnam National Tobacco Corp (vinataba)

Strategic Direction

Key Facts

Summary 11 Vietnam National Tobacco Corp (VINATABA): Key Facts

Company Background

Production

Competitive Positioning

Summary 12 Vietnam National Tobacco Corp (VINATABA): Competitive Position 2009

Headlines

Trends

Competitive Landscape

New Product Developments

Summary 13 Cigarettes - New Product Launches

Distribution

Prospects

Sector Background

Cigarettes: Price Bands

Summary 14 Cigarette Price Band Definitions

Cigarettes: Menthol/standard

Cigarettes: Filter/non-filter

Cigarettes: Carbon/standard Filter

Cigarettes: Filter Length

Cigarettes: Slims/superslims Vs Regular

Cigarettes: Pack Size

Cigarettes: Pack Type

Category Data

Table19 Sales of Cigarettes by Tar Level: Volume 2004-2009

Table20 Sales of Cigarettes by Tar Level: Value 2004-2009

Table21 Sales of Cigarettes by Tar Level: % Volume Growth 2004-2009

Table22 Sales of Cigarettes by Tar Level: % Value Growth 2004-2009

Table23 Sales of Cigarettes by Price Band: % Volume Breakdown 2004-2009

Table24 Sales of Cigarettes by Standard/Menthol: % Volume Breakdown 2004-2009

Table25 Sales of Cigarettes by Tobacco Type: % Volume Breakdown 2004-2009

Table26 Sales of Cigarettes by Filter Vs Non-filter 2004-2009

Table27 Sales of Filter Cigarettes by Carbon Vs Non-carbon 2004-2009

Table28 Sales of Cigarettes by Length 2004-2009

Table29 Sales of Cigarettes by Regular/Slim 2006-2009

Table30 Sales of Cigarettes by Pack Size 2004-2009

Table31 Sales of Cigarettes by Pack Type 2004-2009

Table32 Cigarettes Company Shares 2005-2009

Table33 Cigarettes Brand Shares 2006-2009

Table34 Sales of Cigarettes by Distribution Format: % Analysis 2004-2009

Table35 Cigarettes: Production, Imports and Exports: Total Volume 2004-2009

Table36 Forecast Sales of Cigarettes by Tar Level: Volume 2009-2014

Table37 Forecast Sales of Cigarettes by Tar Level: Value 2009-2014

Table38 Forecast Sales of Cigarettes by Tar Level: % Volume Growth 2009-2014

Table39 Forecast Sales of Cigarettes by Tar Level: % Value Growth 2009-2014

Table40 Forecast Sales of Cigarettes by Price Band: % Volume Breakdown
2009-2014

Table41 Forecast Sales of Cigarettes by Standard/Menthol: % Volume Breakdown
2009-2014

Table42 Forecast Sales of Cigarettes by Tobacco Type: % Volume Breakdown
2009-2014

Table43 Forecast Sales of Cigarettes by Filter Vs Non-filter 2009-2014

Table44 Forecast Sales of Filter Cigarettes by Carbon Vs Non-carbon 2009-2014

Table45 Forecast Sales of Cigarettes by Length 2009-2014

Table46 Forecast Sales of Cigarettes by Regular/Slim 2009-2014

Table47 Forecast Sales of Cigarettes by Pack Size 2009-2014

Table48 Forecast Sales of Cigarettes by Pack Type 2009-2014

Trends

Headlines

Trends

Competitive Landscape

the Role and Effect of Cannabis/marijuana

Prospects

Category Data

Table49 Sales of Smoking Tobacco by Category: Volume 2004-2009

Table50 Sales of Smoking Tobacco by Category: Value 2004-2009

Table51 Sales of Smoking Tobacco by Category: % Volume Growth 2004-2009

Table52 Sales of Smoking Tobacco by Category: % Value Growth 2004-2009

Table53 Sales of Smoking Tobacco by Distribution Format: % Analysis 2004-2009

Table54 Forecast Sales of Smoking Tobacco by Category: Volume 2009-2014

Table55 Forecast Sales of Smoking Tobacco by Category: Value 2009-2014

Table56 Forecast Sales of Smoking Tobacco by Category: % Volume Growth
2009-2014

Table57 Forecast Sales of Smoking Tobacco by Category: % Value Growth
2009-2014

Trends

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