

# Global Tobacco: Key Findings Part 2 – OTP, Alternatives and Corporate Strategy

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## Abstracts

Growing smoking populations in China and other populous developing markets, plus the pricing strength of international brands, have kept the global tobacco market robust in spite of falling cigarette volumes in many developed markets, exacerbated by the effects on consumers of the financial shocks of recent years. Innovation in cigarettes and RYO has kept the market buoyant as it heads into a new era of novel nicotine delivery devices.

Euromonitor International's Global Tobacco: Key Findings Part 2 – OTP, Alternatives and Corporate Strategy global briefing offers an insight into to the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

**Product coverage:** Cigarettes, Cigarettes Including RYO Stick Equivalent, 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.

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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