

Global Tobacco: Key Findings Part I - Cigarettes

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Abstracts

2016 saw a continuing uprooting of the received wisdom about the world's largest cigarette market, China, as its volume decline amplified to record levels in modern history. Ongoing decline continued in other regions with some major markets in the Middle East and Africa and Asia Pacific the only ones to see volume growth. Increasingly, focus is turning to alternative products, particularly the growth of heated tobacco which promises a longer-term future for the industry.

Euromonitor International's Global Tobacco: Key Findings Part I - Cigarettes 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco and Vapour Products.

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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