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Global Tobacco - Key Findings Part Two - Other Tobacco Products Overview and Competitive Environment

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Abstracts

Is illicit trade being contained or is it on the rise? Is there hope for the tobacco industry in consumers switching to products perceived as safer rather than giving up? Are there indications that OTP markets can break out of their niches? Answers to these and many other burning questions are to be found in the second part of this report summarising the key findings of Euromonitor International's latest tobacco research.

Euromonitor International's Global Tobacco – Key Findings Part Two – Other Tobacco Products Overview and Competitive Environment 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 Cigarettes, Cigars, Smokeless Tobacco, Smoking Tobacco.

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

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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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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