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Illicit Trade in Tobacco Products 2012: Will the New Protocol Prove Effective?

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Abstracts

National governments as well as global and regional bodies such as the WHO, the FCTC, OLAF and the tobacco industry are making the biggest concerted effort ever to fight illicit trade in tobacco, including a new Protocol involving tracking and tracing technology and improved levels of international cooperation. But do tax stamps and bar codes stand a chance of even slowing the growth of illicit trade, buoyed as it is by increasing taxation and disparities in unit prices around the world?

Euromonitor International's Illicit Trade in Tobacco Products 2012: Will the New Protocol Prove Effective? 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.

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Pinpoint growth sectors and identify factors driving change;

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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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