

Imperial Brands in Tobacco (World)

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Abstracts

Imperial Brands is the fourth largest international tobacco company, and the leader in OTP. It is particularly vulnerable to the global cigarette volume decline as its sales focus on rapidly diminishing developed markets. Imperial's growing focus on NGPs is a strategic strength; however, the lack of HNB products could be a major weakness in the future. Notably, Imperial is the only tobacco multinational that looks ready to enter the legal cannabis market should the opportunity arise.

Euromonitor International's Imperial Brands in Tobacco (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Tobacco industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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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