

KT&G Corp in Tobacco

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Date: March 2023

Pages: 32

Price: US\$ 570.00 (Single User License)

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Abstracts

Although UnionPay is the largest card operator globally by card payment value, it is still far behind Visa and Mastercard outside China across all card segments. Besides commercial cards, its mobile app and QR, in which it has been expanding, UnionPay could explore new opportunities in digital banks and e-wallets. Furthermore, UnionPay could strengthen its relationships with Chinese businesses engaged in overseas trading, to gain a stronger foothold.

Euromonitor International's KT&G Corp in Tobacco 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, E-Vapour Products and Heated 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.

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