

Legislation: The Tobacco Control Noose Tightens

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Abstracts

The fight to de-normalise smoking is intensifying as more and more countries are removing smoking from sight both at point of sale (through display bans) and point of use with smoking bans moving from public into personal spaces, whilst others are going one step further and removing brand identity from the product itself (eg plain packaging). A combination of taxation, strict laws and enforcement are impacting the market, but are not widespread enough to stop global growth in smoker numbers.

Euromonitor International's Legislation: The Tobacco Control Noose Tightens 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.

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 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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