

# Luxury Cigars in France

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## Abstracts

The main trend in luxury cigars is the successful development of ultra-luxury limited editions from 2011 at least, such as for instance, the Cohiba Behike. These limited editions are good opportunities of indirect communication at points of sales in a category where advertising has not been allowed for many years. In addition, such products bring a lot of added value as unit prices are 10-30% higher than regular luxury variants.

Euromonitor International's Luxury Cigars in France report offers a comprehensive guide to the size and shape of the Luxury Cigars market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Cigars retailing along with the development of consumers' shopping patterns. Forecasts to 2018 illustrate how the market is set to change

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

### Why buy this report?

Get a detailed picture of the Luxury Cigars 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.

## Contents

Headlines

Trends

Summary 1 Selected Luxury Cigar Clubs: 2013

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Luxury Cigars: Value 2008-2013

Table 2 Sales of Luxury Cigars: % Value Growth 2008-2013

Table 3 Distribution of Luxury Cigars by Format: % Value 2008-2013

Table 4 Forecast Sales of Luxury Cigars: Value 2013-2018

Table 5 Forecast Sales of Luxury Cigars: % Value Growth 2013-2018

Air Pocket in the Market

More Rational and Polarised Purchases

French Brands Lead the Way

Only Department Stores Have National Presence

Recovery Anticipated Soon

Key Trends and Developments

No More Economic Growth, Fewer Consumers and More Controlled Purchases  
the Luxury Goods Buyer Is A Woman, Experienced (aged Over 45) and Increasingly  
Busy

Surprising Anti-trends

the Competitive Landscape: Diversification, Polarisation and Internationalisation

Towards More Concentrated and Branded Distribution

Distribution

Summary 2 Selected Luxury Shopping Centres 2011

Market Data

Table 6 Sales of Luxury Goods by Category: Value 2008-2013

Table 7 Sales of Luxury Goods by Category: % Value Growth 2008-2013

Table 8 NBO Company Shares of Luxury Goods: % Value 2008-2012

Table 9 LBN Brand Shares of Luxury Goods: % Value 2009-2012

Table 10 Distribution of Luxury Goods by Format: % Value 2008-2013

Table 11 Distribution of Luxury Goods by Format and Category: % Value 2013

Table 12 Forecast Sales of Luxury Goods by Category: Value 2013-2018

Table 13 Forecast Sales of Luxury Goods by Category: % Value Growth 2013-2018

Sources

Summary 3 Research Sources

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