

# Luxury Cigars in South Africa

<https://marketpublishers.com/r/LC8F51FCC63EN.html>

Date: May 2014

Pages: 16

Price: US\$ 660.00 (Single User License)

ID: LC8F51FCC63EN

## Abstracts

Higher import duties on cigars in South Africa continued to discourage volume sales of cigars during 2013. Tobacco retailers continued to express concern over the high import tariffs on cigars which made it extremely difficult for them to compete with unofficial imports of the same cigars. Cigars are generally smoked in South Africa by consumers often wishing to uplift their social status rather than satisfy their cravings for smoking.

Euromonitor International's Luxury Cigars in South Africa 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.

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Executive Summary

Mixed Reactions As the Local Currency Weakened During 2013

South Africa Remains A Prime African Shopping Destination

Brand Uniqueness Continues To Influence Luxury Product Demand

Luxury Boutiques Remained An Important Channel for Luxury Products During 2013

International Brands Expected To Influence Demand and Fashion Trends

Aspirational Consumers Continue Driving Value Sales of Luxury Products

Female Participation in the Economy Stimulates Growth

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