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Luxury Cigars in Taiwan

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Abstracts

Consumers of luxury cigars traditionally consist of financially-stable, older businessmen aged 40 and above; however, the rising popularity of these products among younger men, mainly aged 30 to 40, boosted sales of luxury cigars during the review period. Luxury cigars are perceived to be high class and consumed only by the elite and successful people, thus reflecting a desirable lifestyle. The category continued to be dominated by male consumers.

Euromonitor International's Luxury Cigars in Taiwan 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.

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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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