

# Luxury Cigars in Thailand

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## Abstracts

In 2013, just like other kinds of tobacco, cigar sales were still under the strict control of the Thai government. Consumption of cigars tended to be limited amongst the high-income group of consumers as well as foreigners due to their extremely high unit price compared to traditional cigarettes in the marketplace. The luxury cigars category was therefore quite small and dependent on a niche group of affluent people. Market growth of luxury cigars in Thailand was therefore hindered by certain...

Euromonitor International's Luxury Cigars in Thailand 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 NBO Company Shares of Luxury Cigars: % Value 2008-2012

Table 4 LBN Brand Shares of Luxury Cigars: % Value 2009-2012

Table 5 Distribution of Luxury Cigars by Format: % Value 2008-2013

Table 6 Forecast Sales of Luxury Cigars: Value 2013-2018

Table 7 Forecast Sales of Luxury Cigars: % Value Growth 2013-2018

Executive Summary

Luxury Market Reflects Great Penetration and Remains Dynamic in 2013

Brands Offer Product Variety and Employ Product Line Extensions

International Luxury Brands Maintain Predominance in the Marketplace

Online Tools and Mobile Communication Playing An Important Role

Future Remains Optimistic for Luxury Products in Thailand

Key Trends and Developments

A Growing Demand for Luxury Goods Derives From Affluent Consumers With A Rising Income

Both Thais and Foreigners Enhance Demand for Luxury Fashion Products

Leading Brand Adopt Product Line Extensions As A Strategy for Growth

Shopping Experience Is Created for Positive Momentum in the Market

Internet Celebrity As the Influencer on Social Media

Market Data

Table 8 Sales of Luxury Goods by Category: Value 2008-2013

Table 9 Sales of Luxury Goods by Category: % Value Growth 2008-2013

Table 10 NBO Company Shares of Luxury Goods: % Value 2008-2012

Table 11 LBN Brand Shares of Luxury Goods: % Value 2009-2012

Table 12 Distribution of Luxury Goods by Format: % Value 2008-2013

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2013

Table 14 Forecast Sales of Luxury Goods by Category: Value 2013-2018

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2013-2018

Sources

Summary 2 Research Sources

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