

Luxury Cigars in the US

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Abstracts

Luxury cigars underperformed in the US in 2012, with the broader cigar category shaped by mass market alternatives. After an 8% unit volume decrease in 2009 during the onset of the global recession, volume sales remained unimpressive, failing to return to pre-recession highs or the double-digit growth enjoyed by luxury cigar brands during the early part of the decade. Despite sluggish growth, US per capita consumption of handmade cigars is among the highest in the world, with a dedicated core...

Euromonitor International's Luxury Cigars in USA 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 2017 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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