

# New Product Development in Cigarettes: Innovate or Fail – Keeping Price in Power

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## Abstracts

Innovation in cigarettes is a vital element in maintaining consumer perceptions of international brands, whilst boosting value sales in the face of falling volumes and increasing the share of premium brands. Innovation in pack type, pack size, lower tar, superslims, carbon filters and flavour capsules are some of the prevalent trends appearing in all price bands, as manufacturers ensure a good product mix and adopt pricing strategies which allow them to shift sub-brands between price bands.

Euromonitor International's New Product Development in Cigarettes: Innovate or Fail – Keeping Price in Power global briefing offers an insight into to the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

**Product coverage:** Cigarettes, Cigarettes Including RYO Stick Equivalent, Cigars, Smokeless Tobacco, Smoking Tobacco.

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

## Why buy this report?

Get a detailed picture of the Tobacco 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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