

# Plain Tobacco Packaging: Silver Bullet or Double-edged Sword?

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## Abstracts

Plain packaging regulations have rapidly expanded around the globe. As the measure is threatening to severely limit tobacco manufacturers in their ability to sustain compelling brand identities, the effects of it on market sizes, smoking prevalence and illicit trade are heavily contested. The report aims to investigate recent developments in plain packaging markets, discuss how companies are reacting to the measure, as well as what will likely follow in the future.

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Euromonitor International's Plain Tobacco Packaging: Silver Bullet or Double-edged Sword? global briefing offers an insight into 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated 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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September 2019

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