

Pricing in the Global Tobacco Industry: Signs of Change – Is the Party Over?

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Abstracts

In the absence of volume sales growth, the tobacco industry relies on pricing strength and product mix improvements via innovation to keep profits rising. However, pricing strength is threatened by brand killers such as illicit trade and the ultimate tobacco control measure – plain packaging, which could cause the commodification of cigarettes and eviscerate profit growth. Does the future thus lie in alternatives such as RYO or non-tobacco cigarettes?

Euromonitor International's Pricing in the Global Tobacco Industry: Signs of Change – Is the Party Over? 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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