

Pricing Power - Still Driving Tobacco Industry Profits

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Abstracts

Pricing power – the ability of the tobacco industry to sustain price rises and profitability in the face of volume falls – is integral to the financial structure of the tobacco industry. The main enemies of pricing power remain consumer down-trading to cheaper brands, price wars and illicit trade. This report examines the indicators on price and asks whether 'premiumisation' can continue in the face of rising prices.

Euromonitor International's Pricing Power – Still Driving Tobacco Industry Profits 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 Cigarettes, 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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