

# The Shift to the Functional: Has the Pleasure Gone Out of Tobacco?

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## Abstracts

More and more tobacco use is in “inferior volumes” (economy cigarettes, RYO and illicit trade) particularly in developed markets. Driven by restrictive regulation and regular price increases, this denotes an irreversible shift to consumption concerned primarily with function rather than pleasure. This trend clearly has substantial implications for the future of the global cigarette market, as well as emerging categories, and marks the beginning of the end of brand (and therefore pricing) power.

Euromonitor International's The Shift to the Functional: Has the Pleasure Gone Out of Tobacco? 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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