

Smokeless Tobacco in Pakistan

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Abstracts

Retail volume sales of smokeless tobacco soared in 2015, as taxes increased on cigarettes and there was a clampdown on illegal smoking tobacco and cigarette sales in many regions. Growth was also encouraged by many economy brands of guthka expanding distribution, in response to growing demand from low-income consumers. While paan betel nut chewing tobacco is also available in Pakistan, guthka is the area of smokeless tobacco that is driving growth as it is cheaper and stronger. Furthermore, in m...

Euromonitor International's Smokeless Tobacco in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Chewing Tobacco, Snuff.

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

Why buy this report?

Get a detailed picture of the Smokeless 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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Strict Regulations Remain Poorly Unenforced in Many Areas

Pakistan Tobacco Further Extends Dominance

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