

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.

Contents

Headlines

Trends

Taxation and Pricing

Duty Paid Packet Marks

Taxation Rates

Table 1 Taxation and Duty Levies 2010-2015

Competitive Landscape

New Product Developments

Distribution

Category Data

Table 2 Sales of Smokeless Tobacco by Category: Volume 2010-2015

Table 3 Sales of Smokeless Tobacco by Category: Value 2010-2015

Table 4 Sales of Smokeless Tobacco by Category: % Volume Growth 2010-2015

Table 5 Sales of Smokeless Tobacco by Category: % Value Growth 2010-2015

Table 6 NBO Company Shares of Smokeless Tobacco: % Volume 2011-2015

Table 7 LBN Brand Shares of Smokeless Tobacco: % Volume 2012-2015

Table 8 Distribution of Smokeless Tobacco by Format: % Volume 2010-2015

Table 9 Forecast Sales of Smokeless Tobacco by Category: Volume 2015-2020

Table 10 Forecast Sales of Smokeless Tobacco by Category: Value 2015-2020

Table 11 Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2015-2020

Table 12 Forecast Sales of Smokeless Tobacco by Category: % Value Growth 2015-2020

Executive Summary

2015 Current Value Growth Driven by Tax Hikes and Trading Up

Strict Regulations Remain Poorly Unenforced in Many Areas

Pakistan Tobacco Further Extends Dominance

Distribution Varies Across Tobacco But Channels Offering Local Convenience Lead

Forecast Period Legislative Controls Difficult To Predict

Operating Environment

Legislation

Summary 1 Legislation Summary at a Glance

Smoking Prevalence

Tar Levels

Health Warnings

Minimum Legal Smoking Age

Advertising and Sponsorship

Smoking in Public Places

Flavoured Tobacco Product Ban

Plain Packaging

Electronic Cigarettes

Death by Cause

Table 13 Deaths by Cause 2011-2015

Production/imports/exports

Table 14 Trade Statistics: Tobacco Leaf 2010-2015

Legislation Appendix

Legislative Overview/fctc Ratification

Advertising and Sponsorship

Point-of-sale Display Bans

Low Ignition Propensity (IIP) Cigarette Regulation

"reduced Harm"

Litigation

Market Indicators

Table 15 Illicit Trade Estimate of Cigarettes: Volume 2010-2015

Table 16 Smoking Prevalence in Adult Population 2010-2015

Table 17 Number of Adult Smokers by Gender 2010-2015

Market Data

Table 18 Sales of Tobacco by Category: Volume 2010-2015

Table 19 Sales of Tobacco by Category: Value 2010-2015

Table 20 Sales of Tobacco by Category: % Volume Growth 2010-2015

Table 21 Sales of Tobacco by Category: % Value Growth 2010-2015

Table 22 Forecast Sales of Tobacco by Category: Volume 2015-2020

Table 23 Forecast Sales of Tobacco by Category: Value 2015-2020

Table 24 Forecast Sales of Tobacco by Category: % Volume Growth 2015-2020

Table 25 Forecast Sales of Tobacco by Category: % Value Growth 2015-2020

Definitions

Sources

Summary 2 Research Sources

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