

Smokeless Tobacco and Vapour Products in Japan

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Abstracts

2017 was another year of strong growth in heated tobacco as the category continued to welcome smokers migrating from cigarettes. Growing numbers of smokers are being attracted by perceptions that, being smoke-free, heated tobacco is less harmful than cigarettes, as well as the modern appeal of the gadgets involved. Japan remains a key heated tobacco market globally. With heated tobacco products still in the process of emergence, it is important that manufacturers develop strong distribution in o...

Euromonitor International's Smokeless Tobacco and Vapour Products in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, 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 2022 illustrate how the market is set to change.

Product coverage: Smokeless Tobacco, Vapour Products.

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 and Vapour Products 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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