

Smoking Tobacco in China

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Abstracts

In China, smoking tobacco continuously remained insignificant, as the category has attracted only a small group of consumers and there was a lack of leading brands in this industry in 2015. In general, elderly smokers living in underdeveloped areas are the key users of smoking tobacco, whilst middle-aged or young consumers regard it as time consuming and inconvenient compared to cigarettes. However, another small group of high-income consumers also consider it a relaxing and flexible way to smok...

Euromonitor International's Smoking Tobacco in China 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: Pipe Tobacco, RYO 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 Smoking 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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