

# Smoking Tobacco in India

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## Abstracts

Smoking tobacco has been used since ancient times in the form of hookah or sheesha in India. The practice of smoking hookah, which is consumed using a single or multi-stemmed water pipe (also known as a hookah), has been part of Indian culture for centuries. The tobacco is usually known as hookah tobacco or gudaku. Another type of smoking tobacco, sheesha, is made from fresh, dark tobacco leaves, fruit pulp, honey or molasses and glycerine and is smoked via a device also known as a sheesha, whic...

Euromonitor International's Smoking Tobacco in India 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.

## Contents

Headlines

Trends

the Role and Effect of Cannabis/marijuana

Distribution

Category Data

Table 1 Sales of Smoking Tobacco by Category: Volume 2010-2015

Table 2 Sales of Smoking Tobacco by Category: Value 2010-2015

Table 3 Sales of Smoking Tobacco by Category: % Volume Growth 2010-2015

Table 4 Sales of Smoking Tobacco by Category: % Value Growth 2010-2015

Table 5 NBO Company Shares of Pipe Tobacco: % Volume 2011-2015

Table 6 LBN Brand Shares of Pipe Tobacco: % Volume 2012-2015

Table 7 NBO Company Shares of RYO Tobacco: % Volume 2011-2015

Table 8 LBN Brand Shares of RYO Tobacco: % Volume 2012-2015

Table 9 Distribution of Smoking Tobacco by Format: % Volume 2010-2015

Table 10 Forecast Sales of Smoking Tobacco by Category: Volume 2015-2020

Table 11 Forecast Sales of Smoking Tobacco by Category: Value 2015-2020

Table 12 Forecast Sales of Smoking Tobacco by Category: % Volume Growth 2015-2020

Table 13 Forecast Sales of Smoking Tobacco by Category: % Value Growth 2015-2020

Executive Summary

Cigarette Sales Plunge Further To A New Low

Further Enforcement and Stricter Regulation Impact Tobacco Sales

Tobacco Remains Concentrated

Newsagent-tobacconists/kiosks Remains the Leading Distribution Channel

Tobacco Sales Expected To Further Decline Over the Forecast Period

Operating Environment

Legislation

Summary 1 Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Advertising and Sponsorship

Point of Sale Display Bans

Smoking in Public Places

Low Ignition Propensity (lip) Cigarette Regulation

Plain Packaging

'reduced Harm'

Electronic Cigarettes

Litigation

Illicit Trade in Cigarettes

Market Indicators

Table 14 Illicit Trade Estimate of Cigarettes: Volume 2010-2015

Table 15 Smoking Prevalence in Adult Population 2010-2015

Table 16 Number of Adult Smokers by Gender 2010-2015

Market Data

Table 17 Sales of Tobacco by Category: Volume 2010-2015

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

Table 19 Sales of Tobacco by Category: % Volume Growth 2010-2015

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

Table 21 Forecast Sales of Tobacco by Category: Volume 2015-2020

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

Table 23 Forecast Sales of Tobacco by Category: % Volume Growth 2015-2020

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

Sources

Summary 2 Research Sources

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