

Smoking Tobacco in Ireland

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Overall volume sales of smoking tobacco continued to grow in 2014, this time by 13% to 338 tonnes. While RYO tobacco continued to perform strongly as consumers looked for lower cost smoking options, pipe tobacco became an increasingly niche product.

Euromonitor International's Smoking Tobacco in Ireland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, 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 2019 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.

Table of Content

Headlines

Trends the Role and Effect of Cannabis/marijuana

Distribution

Competitive Landscape

New Product Developments

Prospects

Category Data

Table 1 Sales of Smoking Tobacco by Category: Volume 2009-2014

Table 2 Sales of Smoking Tobacco by Category: Value 2009-2014

Table 3 Sales of Smoking Tobacco by Category: % Volume Growth 2009-2014

Table 4 Sales of Smoking Tobacco by Category: % Value Growth 2009-2014

Table 5 NBO Company Shares of RYO Tobacco: % Volume 2010-2014
Table 6 LBN Brand Shares of RYO Tobacco: % Volume 2011-2014
Table 7 NBO Company Shares of Pipe Tobacco: % Volume 2010-2014
Table 8 LBN Brand Shares of Pipe Tobacco: % Volume 2011-2014
Table 9 Distribution of Smoking Tobacco by Format: % Volume 2009-2014
Table 10 Forecast Sales of Smoking Tobacco by Category: Volume 2014-2019
Table 11 Forecast Sales of Smoking Tobacco by Category: Value 2014-2019
Table 12 Forecast Sales of Smoking Tobacco by Category: % Volume Growth 2014-2019
Table 13 Forecast Sales of Smoking Tobacco by Category: % Value Growth 2014-2019

Carroll & Co Plc, P J in Tobacco (ireland)
Strategic Direction
Key Facts
 Summary 1 PJ Carroll & Co Plc: Key Facts
 Summary 2 PJ Carroll & Co Plc: Operational Indicators
Production
Competitive Positioning
 Summary 3 PJ Carroll & Co Plc: Competitive Position 2014

Gallaher (dublin) Ltd in Tobacco (ireland)
Strategic Direction
Key Facts
 Summary 4 Key Facts
 Summary 5 Gallaher (Dublin) Ltd: Operational Indicators
Production
Competitive Positioning
 Summary 6 Gallaher (Dublin) Ltd: Competitive Position 2014

Player & Sons, John in Tobacco (ireland)
Strategic Direction
Key Facts
 Summary 7 John Player & Sons: Key Facts
Production
Competitive Positioning
 Summary 8 John Player & Sons: Competitive Position 2014

Executive Summary
A Shrinking Irish Market
Consumers Continue To 'trade-down' in 2014
Major Players Share A Shrinking Market
Distribution Channel analysis
Looking Forward: A Terminal Decline
Operating Environment
Legislation
 Summary 9 Legislation Summary at a Glance
Country-specific Legislation
Minimum Legal Smoking Age
Smoking Prevalence
 Table 14 Smoking Prevalence in Adult Population 2010-2014
 Table 15 Number of Adult Smokers by Gender 2010-2014

Tar Levels
Health Warnings
Advertising and Sponsorship
Point-of-sale Display Bans
Smoking in Public Places
Low Ignition Propensity (lip) Cigarette Regulation
Plain Packaging
Electronic Cigarettes
Litigation

Death by Cause

Table 16 Death by Cause 2010-2014

Taxation and Pricing

Duty Paid Packet Marks

Taxation Rates

Table 17 Taxation and Duty Levies 2010-2014

Average Cigarette Pack Price Breakdown

Table 18 Average Cigarette Pack Price Breakdown: Brand Examples

Production/imports/exports**Illicit Trade in Cigarettes****Market Indicators**

Table 19 Illicit Trade Estimate of Cigarettes: Volume 2009-2014

Market Data

Table 20 Sales of Tobacco by Category: Volume 2009-2014

Table 21 Sales of Tobacco by Category: Value 2009-2014

Table 22 Sales of Tobacco by Category: % Volume Growth 2009-2014

Table 23 Sales of Tobacco by Category: % Value Growth 2009-2014

Table 24 Forecast Sales of Tobacco by Category: Volume 2014-2019

Table 25 Forecast Sales of Tobacco by Category: Value 2014-2019

Table 26 Forecast Sales of Tobacco by Category: % Volume Growth 2014-2019

Table 27 Forecast Sales of Tobacco by Category: % Value Growth 2014-2019

Sources

Summary 10 Research Sources

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