

# Smoking Tobacco in Japan

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## Abstracts

Smoking tobacco as a whole recorded retail volume growth of 4% in 2015. This was mainly down to an ongoing strong performance from RYO tobacco, which registered a 12% volume sales increase. RYO tobacco performed very well over the review period thanks to a consumer need to save money. Many smokers resorted to RYO tobacco partly because it is cheaper than cigarettes, while others smoked both. The fact that RYO tobacco can be customised to an individual's taste preferences further supported the ca...

Euromonitor International's Smoking Tobacco 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 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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