

# Smoking Tobacco in New Zealand

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## Abstracts

RYO tobacco remained the most dominant in smoking tobacco in 2014, accounting for 99% volume share and 99% value share of smoking tobacco. RYO tobacco appeals to cigarette consumers as a more affordable option in the face of rising cigarette prices. Accordingly, research from International Tobacco Control (ITC) Policy Evaluation Project found that RYO tobacco consumption was often associated with low-income men, a consumer group among whom there are higher levels of more intense nicotine...

Euromonitor International's Smoking Tobacco in New Zealand 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.

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