

## Smoking Tobacco in the United Kingdom

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RYO (roll your own) tobacco has been around for a long time in the UK but saw phenomenal growth during the financial crisis of 2007/8 as consumers were forced to look for cheaper alternatives to cigarettes. A typical 20g pack of RYO tobacco costs in the region of £6 - £7 in the UK but will last up to twice as long (if cigarettes are rolled frugally) as a regular cigarettes pack of 20 sticks.

Euromonitor International's Smoking Tobacco in United Kingdom 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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