

# Tobacco Asia: China Sets the Pace for Global Tobacco Trends

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## Abstracts

With nearly 270 million smokers, China not only shapes the Asia Pacific region but also the world tobacco market, ensuring the Asia Pacific region commands 60% of the global smoking population. Though China and Indonesia's domestic growth continues to propel overall regional volumes, growing tobacco control elsewhere is resulting in a mixed picture, punctuated by an ageing population in Japan, bans on gutkha in India, lowering tar levels in China and tax-driven migration to RYO in Thailand.

Euromonitor International's Tobacco Asia: China Sets the Pace for Global Tobacco Trends global briefing offers an insight into to the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

**Product coverage:** Cigarettes, Cigarettes Including RYO Stick Equivalent, Cigars, Smokeless Tobacco, Smoking 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 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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