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# Tobacco Packaging in Brazil

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## Abstracts

Strong regulations in Brazil and the continuous rise in taxation on tobacco impacted the overall performance of total tobacco packaging in 2014, with modest unit volume growth of 1%. Over the review period, however, such products experienced a decline of 18% in total unit volume. As a consequence of the increases in taxation, leading manufacturers are increasing the retail price of cigarettes and consequently, many smokers are reducing the number of cigarettes they smoke every day.

Euromonitor International's Tobacco Packaging in Brazil report offers insight into key trends and developments driving packaging across the category.

**Product coverage:** Cigarettes, 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 Packaging 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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