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Tobacco Packaging in Mexico

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Abstracts

Over the review period, folding cartons' already dominant retail volume share grew in cigarettes. Consumers were willing to spend more on packaging that assures the protection of each stick, rather than choose a cheaper but less robust alternative. As a result, soft pack (paper-based) lost further ground to account for an estimated 7% share of retail volume sales of cigarettes in 2014.

Euromonitor International's Tobacco Packaging in Mexico 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

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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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