

Tobacco - Australia

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Abstracts

Most product areas in tobacco saw volume sales decline during the review period. This was chiefly due to stronger consumer education campaigns by anti-smoking bodies and the government, along with stricter legislation covering smoking in public places and the introduction of more eye-catching health warnings. Consequently, smoking prevalence continued to decline in the country, which in turn resulted in declining sales of cigarettes and cigars. The decline in cigarette sales was also linked to...

Euromonitor International's Tobacco in Australia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, 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 2014 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes Including RYO 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 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 30 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 and Sydney and a network of over 600 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Executive Summary
Declining Smoking Prevalence and Legislation Erodes Sales
Economic Downturn Further Erodes Sales
British American Tobacco Australia Ltd Remains A Strong Leader
Consumers Seek Value While Buying Tobacco
More Challenges Ahead for Tobacco
Operating Environment
Legislative Overview/fctc Ratification
Summary 1 Legislation Summary at a Glance
Country-specific Legislation: Commonwealth Legislation
Minimum Legal Smoking Age
Smoking Prevalence
Table1 Smoking Prevalence in Adult Population 2004-2009
Table2 Number of Smokers by Gender 2004-2009
Tar Levels
Health Warnings
Advertising and Sponsorship
Smoking in Public Places
Low Ignition Propensity (lip) Regulation
Litigation
Death by Cause
Table3 Death by Cause 2004-2009
Taxation and Pricing
Duty Paid Packet Marks
Taxation Rates
Table4 Taxation and Duty Levies
Average Cigarette Pack Price Breakdown
Table5 Average Cigarette Pack Price Breakdown: Brand Examples
Production/imports/exports
Table6 Production/Imports/Exports 2004-2009
Table7 Trade Statistics - Cigarettes
Illicit Trade in Cigarettes
Market Indicators
Table8 Illicit Trade Estimate of Cigarettes by Volume 2004-2009
Market Data
Table9 Sales of Tobacco by Category: Volume 2004-2009
Table10 Sales of Tobacco by Category: Value 2004-2009

Table11 Sales of Tobacco by Category: % Volume Growth 2004-2009

Table12 Sales of Tobacco by Category: % Value Growth 2004-2009

Table13 Forecast Sales of Tobacco by Category: Volume 2009-2014

Table14 Forecast Sales of Tobacco by Category: Value 2009-2014

Table15 Forecast Sales of Tobacco by Category: % Volume Growth 2009-2014

Table16 Forecast Sales of Tobacco by Category: % Value Growth 2009-2014

Definitions

Summary 2 Research Sources

British American Tobacco Australia Ltd

Strategic Direction

Key Facts

Summary 3 British American Tobacco Australia Ltd: Key Facts

Summary 4 British American Tobacco Australia Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 5 British American Tobacco Australia Ltd: Competitive Position 2009

Imperial Tobacco Australia Ltd

Strategic Direction

Key Facts

Summary 6 Imperial Tobacco Australia Ltd: Key Facts

Summary 7 Imperial Tobacco Australia Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 8 Imperial Tobacco Australia Ltd: Competitive Position 2009

Philip Morris (australia) Ltd

Strategic Direction

Key Facts

Summary 9 Philip Morris (Australia) Ltd: Key Facts

Summary 10 Philip Morris (Australia) Ltd: Operational Indicators

Company Background

Production

Competitive Positioning

Summary 11 Philip Morris (Australia) Ltd: Competitive Position 2009

Headlines

Trends

Competitive Landscape

New Product Developments

Summary 12 Cigarettes - New Product Launches

Distribution

Prospects

Sector Background

Price Bands

Summary 13 Cigarette Price Band Definitions

Menthol/standard

Filter/non-filter

Carbon/standard Filter

Filter Length

Slims/superslims Vs Regular

Pack Size

Pack Type

Category Data

Table17 Sales of Cigarettes by Tar Level: Volume 2004-2009

Table18 Sales of Cigarettes by Tar Level: Value 2004-2009

Table19 Sales of Cigarettes by Tar Level: % Volume Growth 2004-2009

Table20 Sales of Cigarettes by Tar Level: % Value Growth 2004-2009

Table21 Sales of Cigarettes by Price Band: % Volume Breakdown 2004-2009

Table22 Sales of Cigarettes by Standard/Menthol: % Volume Breakdown 2004-2009

Table23 Sales of Cigarettes by Tobacco Type: % Volume Breakdown 2004-2009

Table24 Sales of Cigarettes by Filter Vs Non-filter 2004-2009

Table25 Sales of Filter Cigarettes by Carbon Vs Non-carbon 2004-2009

Table26 Sales of Cigarettes by Length 2004-2009

Table27 Sales of Cigarettes by Regular/Slim 2006-2009

Table28 Sales of Cigarettes by Pack Size 2004-2009

Table29 Sales of Cigarettes by Pack Type 2004-2009

Table30 Cigarettes Company Shares 2005-2009

Table31 Cigarettes Brand Shares 2006-2009

Table32 Sales of Cigarettes by Distribution Format: % Analysis 2004-2009

Table33 Cigarettes: Production, Imports and Exports: Total Volume 2004-2009

Table34 Forecast Sales of Cigarettes by Tar Level: Volume 2009-2014

Table35 Forecast Sales of Cigarettes by Tar Level: Value 2009-2014

Table36 Forecast Sales of Cigarettes by Tar Level: % Volume Growth 2009-2014

Table37 Forecast Sales of Cigarettes by Tar Level: % Value Growth 2009-2014

Table38 Forecast Sales of Cigarettes by Price Band: % Volume Breakdown

2009-2014

Table39 Forecast Sales of Cigarettes by Standard/Menthol: % Volume Breakdown

2009-2014

Table40 Forecast Sales of Cigarettes by Tobacco Type: % Volume Breakdown
2009-2014

Table41 Forecast Sales of Cigarettes by Filter Vs Non-filter 2009-2014

Table42 Forecast Sales of Filter Cigarettes by Carbon Vs Non-carbon 2009-2014

Table43 Forecast Sales of Cigarettes by Length 2009-2014

Table44 Forecast Sales of Cigarettes by Regular/Slim 2009-2014

Table45 Forecast Sales of Cigarettes by Pack Size 2009-2014

Table46 Forecast Sales of Cigarettes by Pack Type 2009-2014

Headlines

Trends

Handmade Versus Machine Manufactured Splits

Table47 Sales of Cigars by Handmade vs Machine-manufactured 2005-2009

Competitive Landscape

New Product Developments

Summary 14 Cigars and Cigarillos - New Product Launches

Distribution

Prospects

Category Data

Table48 Sales of Cigars by Category: Volume 2004-2009

Table49 Sales of Cigars by Category: Value 2004-2009

Table50 Sales of Cigars by Category: % Volume Growth 2004-2009

Table51 Sales of Cigars by Category: % Value Growth 2004-2009

Table52 Company Shares of Cigars Excluding Cigarillos 2005-2009

Table53 Brand Shares of Cigars Excluding Cigarillos 2006-2009

Table54 Company Shares of Cigarillos 2005-2009

Table55 Brand Shares of Cigarillos 2006-2009

Table56 Sales of Cigars by Distribution Format: % Analysis 2004-2009

Table57 Forecast Sales of Cigars by Category: Volume 2009-2014

Table58 Forecast Sales of Cigars by Category: Value 2009-2014

Table59 Forecast Sales of Cigars by Category: % Volume Growth 2009-2014

Table60 Forecast Sales of Cigars by Category: % Value Growth 2009-2014

Headlines

Trends

the Role and Effect of Cannabis/marijuana

Distribution

Competitive Landscape

New Product Developments

Prospects

Category Data

Table61 Sales of Smoking Tobacco by Category: Volume 2004-2009

Table62 Sales of Smoking Tobacco by Category: Value 2004-2009

Table63 Sales of Smoking Tobacco by Category: % Volume Growth 2004-2009

Table64 Sales of Smoking Tobacco by Category: % Value Growth 2004-2009

Table65 Company Shares of RYO Tobacco 2005-2009

Table66 Brand Shares of RYO Tobacco 2006-2009

Table67 Company Shares of Pipe Tobacco 2005-2009

Table68 Brand Shares of Pipe Tobacco 2006-2009

Table69 Sales of Smoking Tobacco by Distribution Format: % Analysis 2004-2009

Table70 Forecast Sales of Smoking Tobacco by Category: Volume 2009-2014

Table71 Forecast Sales of Smoking Tobacco by Category: Value 2009-2014

Table72 Forecast Sales of Smoking Tobacco by Category: % Volume Growth
2009-2014

Table73 Forecast Sales of Smoking Tobacco by Category: % Value Growth
2009-2014

Headlines

Trends

Prospects

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