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Tobacco - Egypt

https://marketpublishers.com/r/T1DDA8D8B00EN.html
Date: August 2010
Pages: 41
Price: US$ 2,100.00 (Single User License)
ID: T1DDA8D8B00EN

Abstracts

Tobacco sales continued on an upwards trajectory in Egypt during 2009 in spite of worldwide trends towards reduced tobacco sales and the attempts being made by the Egyptian Government to reduce the number of smokers. Tobacco in Egypt remains dominated by lower income consumers who are largely uneducated and often illiterate and do not have access to information regarding the health risks of smoking and tobacco. Cigarettes and smoking tobacco remained the two largest categories due to the...

Euromonitor International's Tobacco in Egypt 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 industry;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and

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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.

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