

Tobacco Packaging in Thailand

<https://marketpublishers.com/r/TCE905DF524EN.html>

Date: June 2015

Pages: 31

Price: US\$ 990.00 (Single User License)

ID: TCE905DF524EN

Abstracts

Tobacco packaging recorded slower volume growth in 2014 than in 2013, with the Thai government continuing to strengthen anti-smoking campaigns. Coupled with consumers' rising health-consciousness, this impacted the performance of tobacco, and in turn its packaging. That said, the volume growth of tobacco packaging remained positive, with manufacturers continuing to satisfy the consumer demand for variety in terms of product range and pricing.

Euromonitor International's Tobacco Packaging in Thailand 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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