

# Tobacco - Thailand

<https://marketpublishers.com/r/T8E1410FA13EN.html>

Date: September 2010

Pages: 48

Price: US\$ 2,100.00 (Single User License)

ID: T8E1410FA13EN

## Abstracts

A new generation of smokers, including women and youths, has emerged in Thailand in recent years. International cigarette companies stand to benefit as they have been offering several versions of lighter, flavoured cigarettes, particularly to target this consumer segment, whereas the one and only domestic manufacturer has only been targeting the male population with high-tar, strong tasting cigarettes. New smokers are also more health-conscious, and imported brands are considered of better...

Euromonitor International's Tobacco in Thailand 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
- New Smokers Benefit International Tobacco Companies
- Tobacco Consumption Up Slightly in 2009
- Philip Morris Continues To Be the Leading Foreign Tobacco Company
- Wider Distribution Through Modern Retailers
- Ttm Profitability Maintained by Reducing Production Costs and Making Distribution More Efficient
- Operating Environment
- Legislative Overview/ Fctc Ratification
  - Summary 1 Legislation Summary at a Glance
- Country-specific 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 & 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 2009
  - 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 Plc

Strategic Direction

Key Facts

Summary 3 British American Tobacco Plc: Key Facts

Company Background

Production

Competitive Positioning

Summary 4 British American Tobacco Plc: Competitive Position 2008

Philip Morris (thailand) Ltd

Strategic Direction

Summary 5 Philip Morris (Thailand) Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 6 Philip Morris (Thailand) Ltd: Competitive Position 2009

Thailand Tobacco Monopoly

Strategic Direction

Key Facts

Summary 7 Thailand Tobacco Monopoly: Key Facts

Summary 8 Thailand Tobacco Monopoly: Operational Indicators

Company Background

Production

Summary 9 Thailand Tobacco Monopoly: Production Statistics 2009

Competitive Positioning

Summary 10 Thailand Tobacco Monopoly: Competitive Position 2009

the Pacific Cigars (thailand) Co Ltd

Strategic Direction

Key Facts

Summary 11 The Pacific Cigars (Thailand) Co Ltd: Key Facts

Company Background

Production

Competitive Positioning

Summary 12 The Pacific Cigars (Thailand) Co Ltd: Competitive Position 2009

Headlines

Trends

Competitive Landscape

New Product Developments

Summary 13 Cigarettes - New Product Launches

Distribution

Prospects

Sector Background

Cigarettes: Price Bands

Summary 14 Cigarette Price Band Definitions

Cigarettes: Menthol/standard

Cigarettes: Filter/non-filter

Cigarettes: Carbon/standard Filter

Cigarettes: Filter Length

Cigarettes: Slims/super Slims Vs. Regular

Cigarettes: Pack Size

Cigarettes: 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

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 15 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

Trends

## I would like to order

Product name: Tobacco - Thailand

Product link: <https://marketpublishers.com/r/T8E1410FA13EN.html>

Price: US\$ 2,100.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T8E1410FA13EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970