

The World Market for Smoking Tobacco: A 2024 Global Trade Perspective

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Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for smoking tobacco. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for smoking tobacco for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Smoking tobacco' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'smoking tobacco' is 12232.

Contents

1 METHODOLOGY

1.1 OUR APPROACH

2 THE WORLD MARKET

2.1 EXPORTS

2.1.1 THE WORLD MARKET: SMOKING TOBACCO EXPORT SUPPLIES IN 2024

2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED SMOKING TOBACCO IN 2024

3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF SMOKING TOBACCO IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 COTE D'IVOIRE

3.1.3 EGYPT

3.1.4 GABON

3.1.5 LESOTHO

3.1.6 SENEGAL

3.1.7 SOUTH AFRICA

3.1.8 UGANDA

3.1.9 ZIMBABWE

3.2 ASIA: EXPORT SUPPLIES OF SMOKING TOBACCO IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 BANGLADESH

3.2.3 CAMBODIA

3.2.4 CHINA

3.2.5 HONG KONG

3.2.6 INDIA

3.2.7 INDONESIA

3.2.8 JAPAN

3.2.9 LAOS

3.2.10 MACAU

3.2.11 MALAYSIA

3.2.12 MYANMAR

3.2.13 SINGAPORE

3.2.14 SOUTH KOREA

3.2.15 TAIWAN

3.2.16 THAILAND

3.2.17 THE PHILIPPINES

3.2.18 VIETNAM

3.3 EUROPE: EXPORT SUPPLIES OF SMOKING TOBACCO IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

3.3.3 BELGIUM

3.3.4 BULGARIA

3.3.5 CROATIA

3.3.6 CYPRUS

3.3.7 DENMARK

3.3.8 FINLAND

3.3.9 FRANCE

3.3.10 GERMANY

3.3.11 GREECE

3.3.12 HUNGARY

3.3.13 IRELAND

3.3.14 ITALY

3.3.15 LITHUANIA

3.3.16 LUXEMBOURG

3.3.17 MACEDONIA

3.3.18 NORWAY

3.3.19 POLAND

3.3.20 PORTUGAL

3.3.21 ROMANIA

3.3.22 RUSSIA

3.3.23 SLOVAKIA

3.3.24 SPAIN

3.3.25 SWEDEN

3.3.26 SWITZERLAND

3.3.27 THE CZECH REPUBLIC

3.3.28 THE NETHERLANDS

3.3.29 THE UNITED KINGDOM

3.3.30 UKRAINE

3.4 LATIN AMERICA: EXPORT SUPPLIES OF SMOKING TOBACCO IN 2024

3.4.1 EXECUTIVE SUMMARY

3.4.2 ARGENTINA

3.4.3 BELIZE

3.4.4 BRAZIL

3.4.5 CHILE

3.4.6 COLOMBIA

3.4.7 ECUADOR

3.4.8 HONDURAS

3.4.9 MEXICO

3.4.10 NICARAGUA

3.4.11 URUGUAY

3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF SMOKING TOBACCO IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 THE DOMINICAN REPUBLIC

3.5.4 THE UNITED STATES

3.6 OCEANIA: EXPORT SUPPLIES OF SMOKING TOBACCO IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF SMOKING TOBACCO IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 BAHRAIN

3.7.3 IRAN

3.7.4 ISRAEL

3.7.5 JORDAN

3.7.6 KYRGYZSTAN

3.7.7 THE UNITED ARAB EMIRATES

3.7.8 TURKEY

4 IMPORTS

4.1 AFRICA: SMOKING TOBACCO IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 BOTSWANA

4.1.3 BURKINA FASO

4.1.4 BURUNDI

4.1.5 CAMEROON

4.1.6 CAPE VERDE

4.1.7 COTE D'IVOIRE

- 4.1.8 EGYPT
- 4.1.9 GUINEA
- 4.1.10 MALAWI
- 4.1.11 MOROCCO
- 4.1.12 NAMIBIA
- 4.1.13 NIGERIA
- 4.1.14 SOUTH AFRICA
- 4.1.15 TANZANIA
- 4.1.16 THE CENTRAL AFRICAN REPUBLIC
- 4.1.17 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.18 ZIMBABWE
- 4.2 ASIA: SMOKING TOBACCO IMPORTS IN 2024
 - 4.2.1 EXECUTIVE SUMMARY
 - 4.2.2 CHINA
 - 4.2.3 HONG KONG
 - 4.2.4 INDIA
 - 4.2.5 INDONESIA
 - 4.2.6 JAPAN
 - 4.2.7 MACAU
 - 4.2.8 MALAYSIA
 - 4.2.9 MONGOLIA
 - 4.2.10 SINGAPORE
 - 4.2.11 SOUTH KOREA
 - 4.2.12 SRI LANKA
 - 4.2.13 TAIWAN
 - 4.2.14 THAILAND
 - 4.2.15 THE PHILIPPINES
 - 4.2.16 VIETNAM
- 4.3 EUROPE: SMOKING TOBACCO IMPORTS IN 2024
 - 4.3.1 EXECUTIVE SUMMARY
 - 4.3.2 ALBANIA
 - 4.3.3 ANDORRA
 - 4.3.4 AUSTRIA
 - 4.3.5 BELARUS
 - 4.3.6 BELGIUM
 - 4.3.7 BOSNIA AND HERZEGOVINA
 - 4.3.8 BULGARIA
 - 4.3.9 CROATIA
 - 4.3.10 CYPRUS

- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MALTA
- 4.3.27 MOLDOVA
- 4.3.28 NORWAY
- 4.3.29 POLAND
- 4.3.30 PORTUGAL
- 4.3.31 ROMANIA
- 4.3.32 RUSSIA
- 4.3.33 SLOVAKIA
- 4.3.34 SLOVENIA
- 4.3.35 SPAIN
- 4.3.36 SWEDEN
- 4.3.37 SWITZERLAND
- 4.3.38 THE CZECH REPUBLIC
- 4.3.39 THE NETHERLANDS
- 4.3.40 THE UNITED KINGDOM
- 4.3.41 UKRAINE
- 4.4 LATIN AMERICA: SMOKING TOBACCO IMPORTS IN 2024
 - 4.4.1 EXECUTIVE SUMMARY
 - 4.4.2 ARGENTINA
 - 4.4.3 BOLIVIA
 - 4.4.4 BRAZIL
 - 4.4.5 CHILE
 - 4.4.6 COLOMBIA
 - 4.4.7 ECUADOR

4.4.8 HONDURAS

4.4.9 MEXICO

4.4.10 PARAGUAY

4.4.11 SURINAME

4.4.12 URUGUAY

4.5 NORTH AMERICA & THE CARIBBEAN: SMOKING TOBACCO IMPORTS IN 2024

4.5.1 EXECUTIVE SUMMARY

4.5.2 ARUBA

4.5.3 BARBADOS

4.5.4 CANADA

4.5.5 GREENLAND

4.5.6 JAMAICA

4.5.7 THE BAHAMAS

4.5.8 THE DOMINICAN REPUBLIC

4.5.9 THE UNITED STATES

4.6 OCEANIA: SMOKING TOBACCO IMPORTS IN 2024

4.6.1 EXECUTIVE SUMMARY

4.6.2 AUSTRALIA

4.6.3 FRENCH POLYNESIA

4.6.4 NEW CALEDONIA

4.6.5 NEW ZEALAND

4.7 THE MIDDLE EAST: SMOKING TOBACCO IMPORTS IN 2024

4.7.1 EXECUTIVE SUMMARY

4.7.2 ARMENIA

4.7.3 AZERBAIJAN

4.7.4 BAHRAIN

4.7.5 ISRAEL

4.7.6 JORDAN

4.7.7 KUWAIT

4.7.8 LEBANON

4.7.9 OMAN

4.7.10 QATAR

4.7.11 YEMEN

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