

Menthol Cigarette Market Report by Capsule Type (Single Capsule Menthol Cigarette, Double Capsule Menthol Cigarette), End-User (Male, Female), Size (King Size, 100s, and Others), Distribution Channel (Supermarkets, Hypermarkets, Online Retailers, and Others), and Region 2024-2032

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Abstracts

The global menthol cigarette market size reached US\$ 94.7 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 118.4 Billion by 2032, exhibiting a growth rate (CAGR) of 2.4% during 2024-2032.

A menthol cigarette is a cylindrical roll of ground or shredded tobacco that is mixed together with menthol flavoring. Menthol is a chemical compound that is produced from mint plants, such as spearmint and peppermint. It is usually added in cigarettes to give a cooling sensation and reduce the harshness of the smoke for the consumer. It also has anesthetic effects and can aid in suppressing the cough reflex by soothing dry throats. In certain variants, menthol is present in small quantities within or near the cigarette filter to release a burst of flavor while smoking.

The rapid urbanization across the globe is one of the key factors driving the growth of the market. Owing to sedentary lifestyle habits and hectic schedules, working professionals are increasingly consuming cigarettes to relieve stress and relax their nerves. Menthol cigarettes offer a cooling sensation, sensory excitation and fresh flavor, which provides relief and makes the user more habitual to the flavor. Additionally, the introduction of flavorless cigarettes with small menthol capsules and menthol cigarettes with an additional capsule is also providing a boost to the market growth. These capsules enable the user to manipulate the intensity of the flavor as per their choice.

Apart from this, other product innovations, including the development of low-tar cigarettes and ultra-long and ultra-slim variants for female consumers, are also contributing to the market growth. Other factors, such as the rising number of smokers, including the young and female population, and aggressive promotional activities by manufacturers through social media platforms, are projected to drive the market further.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global menthol cigarette market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on capsule type, end-user, size, and distribution channel.

Breakup by Capsule Type:

- Single Capsule Menthol Cigarette
- Double Capsule Menthol Cigarette

Breakup by End-User:

- Male
- Female

Breakup by Size:

- King Size
- 100s
- Others

Breakup by Distribution Channel:

- Supermarkets
- Hypermarkets
- Online Retailers
- Others

Breakup by Region:

- North America
- United States

Canada
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Alfred Dunhill Ltd, Altria Group, British American Tobacco p.l.c., China National Tobacco Corporation, Commonwealth Brands, Inc., Essentra plc, Imperial Brands PLC, Japan Tobacco Inc., KT&G Corporation, Liggett Vector Brands LLC, Reynolds American Inc and Philip Morris International Inc.

Key Questions Answered in This Report

1. What was the size of the global menthol cigarette market in 2023?
2. What is the expected growth rate of the global menthol cigarette market during 2024-2032?
3. What are the key factors driving the global menthol cigarette market?
4. What has been the impact of COVID-19 on the global menthol cigarette market?
5. What is the breakup of the global menthol cigarette market based on the capsule type?

6. What is the breakup of the global menthol cigarette market based on the end-user?
7. What is the breakup of the global menthol cigarette market based on the size?
8. What are the key regions in the global menthol cigarette market?
9. Who are the key players/companies in the global menthol cigarette market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL MENTHOL CIGARETTE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY CAPSULE TYPE

- 6.1 Single Capsule Menthol Cigarette
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Double Capsule Menthol Cigarette
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY END-USER

7.1 Male

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Female

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY SIZE

8.1 King Size

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 100s

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Others

8.3.1 Market Trends

8.3.2 Market Forecast

9 MARKET BREAKUP BY DISTRIBUTION CHANNEL

9.1 Supermarkets

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Hypermarkets

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Online Retailers

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Others

9.4.1 Market Trends

9.4.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

- 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
- 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy

- 10.3.4.1 Market Trends
- 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview

- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE INDICATORS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Alfred Dunhill Ltd
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.1.3 Financials
 - 15.3.2 Altria Group
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.2.3 Financials
 - 15.3.2.4 SWOT Analysis
 - 15.3.3 British American Tobacco p.l.c.
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.3.3 Financials
 - 15.3.3.4 SWOT Analysis
 - 15.3.4 China National Tobacco Corporation
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.5 Commonwealth Brands, Inc.
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.6 Essentra PLC
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.6.3 Financials
 - 15.3.7 Imperial Brands Plc
 - 15.3.7.1 Company Overview

- 15.3.7.2 Product Portfolio
- 15.3.7.3 Financials
- 15.3.7.4 SWOT Analysis
- 15.3.8 Japan Tobacco Inc.
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.8.3 Financials
 - 15.3.8.4 SWOT Analysis
- 15.3.9 KT&G Corporation
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 Liggett Vector Brands LLC
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Reynolds American Inc
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 Philip Morris International Inc.
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio
 - 15.3.12.3 Financials
 - 15.3.12.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Menthol Cigarette Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Menthol Cigarette Market Forecast: Breakup by Capsule Type (in Million US\$), 2024-2032

Table 3: Global: Menthol Cigarette Market Forecast: Breakup by End-User (in Million US\$), 2024-2032

Table 4: Global: Menthol Cigarette Market Forecast: Breakup by Size (in Million US\$), 2024-2032

Table 5: Global: Menthol Cigarette Market Forecast: Breakup by Distribution Channel (in Million US\$), 2024-2032

Table 6: Global: Menthol Cigarette Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Menthol Cigarette Market: Competitive Structure

Table 8: Global: Menthol Cigarette Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Menthol Cigarette Market: Major Drivers and Challenges

Figure 2: Global: Menthol Cigarette Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Menthol Cigarette Market: Breakup by Capsule Type (in %), 2023

Figure 4: Global: Menthol Cigarette Market: Breakup by End-User (in %), 2023

Figure 5: Global: Menthol Cigarette Market: Breakup by Size (in %), 2023

Figure 6: Global: Menthol Cigarette Market: Breakup by Distribution Channel (in %), 2023

Figure 7: Global: Menthol Cigarette Market: Breakup by Region (in %), 2023

Figure 8: Global: Menthol Cigarette Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 9: Global: Menthol Cigarette (Single Capsule Menthol Cigarette) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Menthol Cigarette (Single Capsule Menthol Cigarette) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Menthol Cigarette (Double Capsule Menthol Cigarette) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Menthol Cigarette (Double Capsule Menthol Cigarette) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Menthol Cigarette (Male) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Menthol Cigarette (Male) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Menthol Cigarette (Female) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Menthol Cigarette (Female) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Menthol Cigarette (King Size) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Menthol Cigarette (King Size) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Menthol Cigarette (100s) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Menthol Cigarette (100s) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Menthol Cigarette (Others) Market: Sales Value (in Million US\$),

2018 & 2023

Figure 22: Global: Menthol Cigarette (Others) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Menthol Cigarette (Supermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Menthol Cigarette (Supermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Menthol Cigarette (Hypermarkets) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Menthol Cigarette (Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Menthol Cigarette (Online Retailers) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Menthol Cigarette (Online Retailers) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Menthol Cigarette (Others) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Menthol Cigarette (Others) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: North America: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: North America: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: United States: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: United States: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Canada: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Canada: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Asia Pacific: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Asia Pacific: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: China: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: China: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Japan: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Japan: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: India: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: India: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: South Korea: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: South Korea: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Australia: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Australia: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Indonesia: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Indonesia: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Others: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Others: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Europe: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Europe: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Germany: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Germany: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: France: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: France: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: United Kingdom: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: United Kingdom: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Italy: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Italy: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Spain: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Spain: Menthol Cigarette Market Forecast: Sales Value (in Million US\$),

2024-2032

Figure 65: Russia: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Russia: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Others: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Others: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Latin America: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Latin America: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Brazil: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Brazil: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Mexico: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Mexico: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Others: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Others: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Middle East and Africa: Menthol Cigarette Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Middle East and Africa: Menthol Cigarette Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Global: Menthol Cigarette Industry: SWOT Analysis

Figure 80: Global: Menthol Cigarette Industry: Value Chain Analysis

Figure 81: Global: Menthol Cigarette Industry: Porter's Five Forces Analysis

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