

Tobacco Market Report by Type (Cigarettes, Roll Your Own, Cigars, Cigarillos, Smokeless Tobacco, and Others), and Region 2024-2032

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Abstracts

The global tobacco market size reached 8.6 Million Tons in 2023. Looking forward, IMARC Group expects the market to reach 9.7 Million Tons by 2032, exhibiting a growth rate (CAGR) of 1.3% during 2024-2032. The increasing marketing and advertising campaigns, the growing social and cultural acceptance, and the introduction of several innovative tobacco products such as heat not burn tobacco products and e-cigarettes represents some of the key factors propelling the market.

Tobacco is a plant known scientifically as *nicotiana tabacum*, primarily cultivated for its leaves, which contain nicotine, a highly addictive alkaloid. The plant is native to the Americas, where it was used traditionally for various purposes by indigenous cultures. It is consumed in various forms, including cigarettes, cigars, pipe tobacco, and smokeless products such as snuff and chewing tobacco. It involves sowing seeds in carefully prepared fields and nurtured into seedlings which are transplanted to larger fields where they grow to maturity. The leaves are carefully harvested by hand and then dried through various curing methods, including air-curing, flue-curing, fire-curing, or sun-curing. Additionally, tobacco with the presence of nicotine acts as a stimulant, releasing neurotransmitters such as dopamine and providing a sense of pleasure and relaxation.

The market is primarily driven by the increasing urbanization and the growing population. In addition, the increasing working population, hectic working schedules, and the rising demand for tobacco products are contributing to a larger consumer base. Moreover, the growing acceptance of tobacco in social and cultural settings as it is employed as a symbol of social status represents another major growth-inducing factor. Besides this, aggressive marketing and advertising strategies, especially in developing countries, attract new smokers and maintain the loyalty of existing consumers, thus

accelerating market growth. Along with this, the easy availability of several tobacco products, including cigarettes, cigars, smokeless tobacco, and e-cigarettes, catering to diverse consumer preferences is propelling the market growth. Furthermore, the relatively lower prices of tobacco products and the addictive nature of nicotine are contributing to the market growth.

Tobacco Market Trends/Drivers:

The growing social and cultural acceptance

The increasing tobacco consumption due to deeply ingrained social norms and traditions is influencing market growth. In addition, smoking is often perceived as a symbol of social status or a means of bonding during social gatherings which is an accepted practice among peers and communities, particularly in regions with a long history of tobacco use, thus augmenting the market growth. Moreover, the portrayal of smoking in popular culture, movies, and media contributes to its acceptance among young audiences representing another major growth-inducing factor. Along with this, celebrity endorsements and depictions of tobacco use in movies are creating a perception of glamour and attractiveness, encouraging experimentation among impressionable individuals, thus propelling market growth. Furthermore, in some cultures, tobacco is employed in religious rituals, traditional ceremonies, or as a symbol of hospitality, thus propelling market growth.

The introduction of several innovative tobacco products

The market is witnessing several product innovations and diversifications to cater to changing consumer preferences. In addition, the introduction of electronic cigarettes or e-cigarettes and vaping devices is influencing the market growth. These devices offer an alternative to traditional tobacco products. Moreover, the incorporation of flavored tobacco products, including menthol cigarettes and flavored smokeless tobacco represents another major growth-inducing factor. Besides this, the development of numerous smokeless tobacco products, such as snus and dissolvable tobacco to appeal to a broader consumer base is accelerating the market growth. These smokeless alternatives are promoted as convenient and discreet options for tobacco consumption. Along with this, the emergence of heat-not-burn tobacco products that heat tobacco instead of burning it, producing an aerosol for inhalation as an alternative to smoking cigarettes is propelling the market growth.

The increasing marketing and advertising campaigns

Tobacco companies invest substantial resources in designing and executing persuasive campaigns to attract consumers and create brand loyalty. These campaigns employ various tactics to create a positive perception of tobacco products and influence consumer behavior. In addition, strategic product placement in movies, television shows, and music videos subtly integrates tobacco use into popular culture, making it appear appealing and socially desirable, thus influencing market growth. Also, celebrity endorsements by well-known figures further reinforce this image, associating tobacco use with success, attractiveness, and glamour, thus augmenting the market growth. Moreover, the integration of colorful packaging, eye-catching designs, and innovative product formats are utilized to create a strong visual appeal and distinguish several brands representing another major growth-inducing factor. These elements aim to make tobacco products more attractive to potential consumers, especially among younger age groups. Furthermore, the emerging digital marketing and social media platforms are reaching a broader audience, particularly the youth with engaging content, contests, and promotions propelling the market growth.

Tobacco Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global tobacco market report, along with forecasts at the global and regional levels from 2024-2032. Our report has categorized the market based on type.

Breakup by Type:

- Cigarettes
- Roll Your Own
- Cigars
- Cigarillos
- Smokeless Tobacco
- Others

Cigarettes represent the most popular type

The report has provided a detailed breakup and analysis of the market based on the type. This includes cigarettes, roll your own, cigars, cigarillos, smokeless tobacco, and others. According to the report, cigarettes accounted for the largest market share.

Cigarettes are the most widely consumed tobacco product globally, accounting for a significant share of the industry's revenue. In addition, the widespread adoption of cigarettes due to easy availability, convenience, and cost-effectiveness is influencing

the market growth. Moreover, continuous product innovation and flavor diversification with the introduction of flavored cigarettes and novel packaging designs attract new consumers and reinforce brand loyalty among existing customers representing another major growth-inducing factor. Besides this, the extensive investment in marketing and advertising campaigns promoting cigarettes by targeting numerous consumers, including the youth, through strategic product placements and appealing branding are providing a positive thrust to the market growth. Furthermore, the increasing use of cigarettes in many cultures and societies, as an integral part of social norms and daily routines are contributing to the market growth. Along with this, cigarettes offer convenience and portability, making them a preferred choice for on-the-go consumption thus propelling the market growth.

Breakup by Region:

- China
- India
- Brazil
- United States
- EU 15
- Others

China exhibits a clear dominance in the market

The report has also provided a comprehensive analysis of all the major regional markets, which include China, India, Brazil, the United States, EU 15, and others. According to the report, China accounted for the largest market share.

The increasing demand for tobacco products in China is influencing the market growth. In addition, rapid urbanization, the growing population, hectic work schedules, and the rising working population are contributing to market growth. Also, China has a long history of tobacco consumption, with smoking deeply ingrained in its social fabric and traditions are propelling the market growth. The market is characterized by several products, including traditional cigarettes, cigars, and smokeless tobacco. China national tobacco corporation (CNTC), a state-owned enterprise, controls a substantial portion of the market, with an extensive distribution network and a diverse portfolio of tobacco brands. Moreover, China's economic growth and rising disposable income are escalating the demand for tobacco products. Besides this, the aggressive marketing campaigns and the presence of numerous regional and local tobacco companies are further contributing to the market growth.

Competitive Landscape:

At present, key players in the market are employing various strategies to strengthen their positions and retain their market dominance. They are continuously innovating and diversifying their product portfolios to cater to changing consumer preferences and introduce novel tobacco products including the development of smokeless tobacco products, e-cigarettes, and flavored tobacco options. Moreover, they are focusing on building and strengthening their distribution networks to ensure their products are widely available and accessible to consumers including collaborations with wholesalers, retailers, and online platforms. Besides this, companies are investing in research and development (R&D) of reduced-risk products, such as heated tobacco products and smokeless alternatives, positioning them as potentially less harmful options to traditional cigarettes. Furthermore, key players are focusing on engaging with consumers through loyalty programs, digital platforms, and social media to create a sense of community around their brands fostering brand loyalty and repeat purchases.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

China National Tobacco Corporation
Phillip Morris International
British America Tobacco
Japan Tobacco International
Imperial Tobacco Group

Recent Developments:

In November 2022, Phillip Morris International introduced its latest heat-not-burn tobacco heating system, BONDS by IQOS, featuring a unique combination of custom-designed tobacco sticks called BLENDS that aim to offer consumers a distinct and enhanced tobacco experience with its advanced heating technology.

In August 2021, Japan Tobacco International launched Ploom X, a cutting-edge heated tobacco device, in the market, which is conveniently available at various convenience stores and select tobacco retail outlets across Japan.

In July 2022, British American Tobacco (BAT) revealed the debut of glo™ hyper X2, the newest addition to its rapidly expanding global heated tobacco brand, glo™, in Japan. The product boasts a 'barrel styling' design, incorporating innovative user-friendly features, shaped by valuable consumer insights.

Key Questions Answered in This Report

1. What was the size of the global tobacco market in 2023?
2. What is the expected growth rate of the global tobacco market during 2024-2032?
3. What are the key factors driving the global tobacco market?
4. What has been the impact of COVID-19 on the global tobacco market?
5. What is the breakup of the global tobacco market based on the type?
6. What are the key regions in the global tobacco market?
7. Who are the key players/companies in the global tobacco market?

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