

# Tobacco in Europe

<https://marketpublishers.com/r/T83144692C9EN.html>

Date: August 2018

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: T83144692C9EN

## Abstracts

Tobacco in Europe

### SUMMARY

Tobacco in Europe industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The tobacco market consists of the retail sale of cigarettes, cigars and cigarillos, smokeless tobacco, and smoking tobacco. The cigarettes segment consists of filter cigarettes and plain cigarettes. The cigars and cigarillos segment comprises large cigars and small cigars. Similarly, the smokeless tobacco segment consists of pipe tobacco and fine cut tobacco (FCT) and the smoking tobacco segment includes snuff/snus and chewing tobacco products. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2017 exchange rates.

The European tobacco market had total revenues of \$181.7bn in 2017, representing a compound annual growth rate (CAGR) of 1.7% between 2013 and 2017.

Market consumption volume declined with a CARC of -2.8% between 2013 and 2017, to reach a total of 791.5 billion pieces in 2017.

Price hikes caused by tax policies have led to an upsurge in the use of illicit cigarettes and a switch to roll-your-own cigarette usage, and more recently, a move to e-cigarettes.

## **SCOPE**

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the tobacco market in Europe

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the tobacco market in Europe

Leading company profiles reveal details of key tobacco market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Europe tobacco market with five year forecasts by both value and volume

## **REASONS TO BUY**

What was the size of the Europe tobacco market by value in 2017?

What will be the size of the Europe tobacco market in 2022?

What factors are affecting the strength of competition in the Europe tobacco market?

How has the market performed over the last five years?

Who are the top competitors in Europe's tobacco market?

## Contents

Executive Summary  
Market value  
Market value forecast  
Market volume  
Market volume forecast  
Category segmentation  
Geography segmentation  
Market share  
Market rivalry  
Market Overview  
Market definition  
Market analysis  
Market Data  
Market value  
Market volume  
Market Segmentation  
Category segmentation  
Geography segmentation  
Market share  
Market distribution  
Market Outlook  
Market value forecast  
Market volume forecast  
Five Forces Analysis  
Summary  
Buyer power  
Supplier power  
New entrants  
Threat of substitutes  
Degree of rivalry  
Leading Companies  
British American Tobacco p.l.c.  
Imperial Brands PLC  
Japan Tobacco Inc.  
Philip Morris International Inc.  
Methodology  
Industry associations

Related MarketLine research  
Appendix  
About MarketLine

## List Of Tables

### LIST OF TABLES

- Table 1: Europe tobacco market value: \$ million, 2013–17
- Table 2: Europe tobacco market volume: million pieces, 2013–17
- Table 3: Europe tobacco market category segmentation: \$ million, 2017
- Table 4: Europe tobacco market geography segmentation: \$ million, 2017
- Table 5: Europe tobacco market share: % share, by volume, 2017
- Table 6: Europe tobacco market distribution: % share, by volume, 2017
- Table 7: Europe tobacco market value forecast: \$ million, 2017–22
- Table 8: Europe tobacco market volume forecast: million pieces, 2017–22
- Table 9: British American Tobacco p.l.c.: key facts
- Table 10: British American Tobacco p.l.c.: key financials (\$)
- Table 11: British American Tobacco p.l.c.: key financials (£)
- Table 12: British American Tobacco p.l.c.: key financial ratios
- Table 13: Imperial Brands PLC: key facts
- Table 14: Imperial Brands PLC: key financials (\$)
- Table 15: Imperial Brands PLC: key financials (£)
- Table 16: Imperial Brands PLC: key financial ratios
- Table 17: Japan Tobacco Inc.: key facts
- Table 18: Japan Tobacco Inc.: key financials (\$)
- Table 19: Japan Tobacco Inc.: key financials (¥)
- Table 20: Japan Tobacco Inc.: key financial ratios
- Table 21: Philip Morris International Inc.: key facts
- Table 22: Philip Morris International Inc.: key financials (\$)
- Table 23: Philip Morris International Inc.: key financial ratios

## List Of Figures

### LIST OF FIGURES

- Figure 1: Europe tobacco market value: \$ million, 2013–17
- Figure 2: Europe tobacco market volume: million pieces, 2013–17
- Figure 3: Europe tobacco market category segmentation: % share, by value, 2017
- Figure 4: Europe tobacco market geography segmentation: % share, by value, 2017
- Figure 5: Europe tobacco market share: % share, by volume, 2017
- Figure 6: Europe tobacco market distribution: % share, by volume, 2017
- Figure 7: Europe tobacco market value forecast: \$ million, 2017–22
- Figure 8: Europe tobacco market volume forecast: million pieces, 2017–22
- Figure 9: Forces driving competition in the tobacco market in Europe, 2017
- Figure 10: Drivers of buyer power in the tobacco market in Europe, 2017
- Figure 11: Drivers of supplier power in the tobacco market in Europe, 2017
- Figure 12: Factors influencing the likelihood of new entrants in the tobacco market in Europe, 2017
- Figure 13: Factors influencing the threat of substitutes in the tobacco market in Europe, 2017
- Figure 14: Drivers of degree of rivalry in the tobacco market in Europe, 2017
- Figure 15: British American Tobacco p.l.c.: revenues & profitability
- Figure 16: British American Tobacco p.l.c.: assets & liabilities
- Figure 17: Imperial Brands PLC: revenues & profitability
- Figure 18: Imperial Brands PLC: assets & liabilities
- Figure 19: Japan Tobacco Inc.: revenues & profitability
- Figure 20: Japan Tobacco Inc.: assets & liabilities
- Figure 21: Philip Morris International Inc.: revenues & profitability
- Figure 22: Philip Morris International Inc.: assets & liabilities

### COMPANIES MENTIONED

British American Tobacco p.l.c.  
Imperial Brands PLC  
Japan Tobacco Inc.  
Philip Morris International Inc.

## I would like to order

Product name: Tobacco in Europe

Product link: <https://marketpublishers.com/r/T83144692C9EN.html>

Price: US\$ 350.00 (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/T83144692C9EN.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