

# Research Report on China Cigarette Industry, 2017-2021

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## Abstracts

### Description

China is a world leading cigarette market with about 30% consumers of the total mainly on Chinese style cigarettes.

The output volume of cigarettes increased from 2,447.4 billion in 2011 to 2,589.07 billion in 2015.

There were 89 cigarette brands, of which the sales volume accounted for 83.7% and the business sales value accounted for 93.9% of 29 major ones with an increase year-on-year in China in 2015. Top brands in business sales value include Zhonghua with that of CNY 167.41 billion increasing by 10.2%, YunYan with that of CNY 114.38 billion increasing by 6.8%, Furongwang with that of CNY 110.53 billion increasing by 8.2%, Liqun with that of CNY 109.82 billion increasing by 12.5%, DHS with that of CNY 94.1 billion, Huanghelou with that of CNY 89 billion, Yuxi with that of CNY 81.9 billion and Nanjing with that of CNY 60.5 billion. Dominant specification of major brands presents a positive development and 30 markets with the largest sales volume account for 47.2% of the total with an increase of 1.65% while 30 markets with the largest sales value account for 55.8% with an increase of 1.3%. In addition, cigars grow with an output volume of 1 billion increasing by 9.5% and a sales volume of 0.97 billion increasing by 43.3% as well as a business sales value of 0.95 billion increasing by 27.4%.

Traditional Chinese style cigarette market is expected to remain stable in the near future. Chinese cigarettes occupy domestic market advantages for a long time, leading to huge strategic space of survival and development for Chinese style cigarettes. With the growth of globalization and China's overall influence as well as further opening up,

Chinese style cigarettes will pose further influence on international market. Therefore, China cigarette industry possesses a positive prospect.

This report analyzes the development status and characteristics of the cigarette industry as well as products and suppliers of major brands. It provides valuable reference to operators and suppliers in the cigarette industry concerning market status, development trend and investment opportunities in China.

Through this report, readers can acquire the following information:

Development Environment of Cigarette Industry in China

Definition and Classification of Cigarettes

Research Methods of the Report

Analysis on Supply and Demand of Cigarettes in China

Competition Status in Cigarette Industry in China

Analysis on Top 5 Enterprises in China Cigarette Industry

Development Opportunities and Driving Forces Faced by Cigarette Industry in China

Risks and Challenges in Development of Cigarette Industry in China

Analysis on Costs and Price Trend of Cigarette Industry in China

Forecast on Development of Cigarette Industry in China

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