

Global Smokeless Tobacco Market Report: 2015 Edition

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Abstracts

Smokeless tobacco is tobacco that is not burned. It is also known as chewing tobacco, oral tobacco, spit or spitting tobacco, dip, chew, and snuff. Most people chew or suck (dip) the tobacco in their mouth and spit out the tobacco juices that build up, although “spitless” smokeless tobacco has also been developed. Nicotine in the tobacco is absorbed through the lining of the mouth. The various forms of smokeless tobacco are: Chewing tobacco, Snuff, Snus and Dissolvable Tobacco. Smokeless tobacco is a small but growing tobacco category compared to cigarettes and is consumed in many parts of the world in different types and formats.

The key factors which are anticipated to drive market growth include low consumption of cigarettes, increasing personal income and global population. Some of the noteworthy industry trends include rapid adoption of e-cigarettes, increase usage of tobacco among students and illicit trade of tobacco. However, the industry remains threatened by certain challenges which include regulations and restrictions on tobacco, anti-tobacco legislation and growing health consciousness among people.

The report provides a comprehensive study of global smokeless tobacco market and also major regional markets. The competition in the global smokeless tobacco market is intense among large players like Swedish Match, Reynolds’s American Inc. and Altria Group, Inc. All these companies have been profiled in the present report highlighting their key financials and business strategies for growth.

By combining SPSS Inc.’s data integration and analysis capabilities with our relevant findings, we have predicted the future growth of the industry. We employed various significant variables that have an impact on this industry and created regression models with SPSS Base to determine the future direction of the industry. Before deploying the

regression model, the relationship between several independent or predictor variables and the dependent variable was analyzed using standard SPSS output, including charts, tables and tests.

Contents

1. OVERVIEW

- 1.1 Definition
- 1.2 Type of Smokeless Tobacco
 - 1.2.1 Chewing Tobacco
 - 1.2.2 Snuff
 - 1.2.3 Snus
 - 1.2.4 Dissolvable Tobacco

2. MARKET ANALYSIS

- 2.1 Global Smokeless Tobacco Market
 - Market Volume
- 2.2 The US Smokeless Tobacco Market
 - Market Volume
 - 2.2.1 The US Moist Snuff Market
 - Market Volume
 - Market Segmentation
- 2.3 The Scandinavian Smokeless Tobacco Market
 - 2.3.1 The Swedish Snus Market
 - Market Volume
 - Market Segmentation
 - 2.3.2 The Norwegian Smokeless Tobacco Market
 - Market Volume

3. MARKET DYNAMICS

- 3.1 Growth Drivers
 - 3.1.1 Low Consumption of Cigarettes
 - 3.1.2 Increasing Personal Income
 - 3.1.3 Increasing Global Population
- 3.2 Key Trends
 - 3.2.1 Rapid Adoption of E-cigarettes
 - 3.2.2 Increase Usage of Tobacco in High School Students
 - 3.2.3 Illicit Trade of Tobacco
 - 3.2.4 India on Rise
- 3.3 Challenges

- 3.3.1 High Excise Duties on Tobacco
- 3.3.2 Anti-Tobacco Legislations and Laws
- 3.3.3 Increasing Health Consciousness
- 3.3.4 Marketing Restrictions

4. COMPETITIVE LANDSCAPE

- 4.1 The US Market
- 4.2 The Scandinavian Market
 - 4.2.1 Sweden
 - 4.2.2 Norway

5. COMPANY PROFILES

- 5.1 Swedish Match
 - 5.1.1 Business Overview
 - 5.1.2 Financial Overview
 - 5.1.3 Business Strategies
 - High Quality Products and Brands
 - Expansion of Distribution Network
- 5.2 Reynolds's American Inc.
 - 5.2.1 Business Overview
 - 5.2.2 Financial Overview
 - 5.2.3 Business Strategies
 - Engaging Smokers to Smokeless Products
 - Maintaining a Portfolio of Profitable Brands
- 5.3 Altria Group, Inc.
 - 5.3.1 Business Overview
 - 5.3.2 Financial Overview
 - 5.3.3 Business Strategies
 - Meet Consumers Preferences through Innovation
 - Strengthening Through Mergers & Acquisitions

6. MARKET OUTLOOK

- 6.1 Market Forecast
- 6.2 Forecast Methodology
 - 6.2.1 Dependent and Independent Variables
 - 6.2.2 Correlation Analysis

6.2.3 Regression Analysis

List Of Charts

LIST OF CHARTS

Types of Smokeless Tobacco
Production Process of Snuff
Global Smokeless Tobacco Sales Volume (2000-2015E)
Global Tobacco Market Split (2007-2030E)
Smokeless Tobacco Products Market in the US (2009-2014)
Tobacco Sales Share in US by Type (2013)
Tobacco Users in US by Type (2014)
The US Moist Snuff Market (2009-2014)
The US Moist Snuff Market Volume by Segment (2009-2014)
The US Moist Snuff Market Volume by Category (2009-2014)
Snus Consumption in Scandinavia (2009-2014)
Snus Consumption by Category (2014)
Swedish Snus Market Volume (2012-2016E)
Swedish Snus Market Volume Share by Segment (2014)
Swedish Premium Priced Snus Market Volume (2012-2016E)
Swedish Value Priced Snus Market Volume (2012-2016E)
Norwegian Smokeless Tobacco Market Volume (2009-2016E)
Number of Cigarettes Sold in the US (2008-2014)
Global GDP (2009-2013)
Global GDP Per Capita (2009-2013)
Global Population (2009-2013)
E-cigarette Market (2014E-2018E)
Illicit Tobacco Trade Volume Evolution (2011-2017E)
Tobacco Users in India by Type (2014)
Snus and Moist Snuff Market Share in the US (2014)
Chewing Tobacco Market Share in the US (2014)
Snus Market Share in Sweden (2014)
Premium Segment Snus Market Share in Sweden (2014)
Value Segment Snus Market Share in Sweden (2014)
Snus Market Share in Norway (2014)
Swedish Match's Revenue Share by Business Segment (2014)
Swedish Match's Sales and Net Income (2010-2014)
Reynolds American Revenue Share by Business Segment (2014)
Reynolds American Net Sales and Net Income (2010-2014)
Altria's Revenue Share by Business Segment (2014)

Altria's Net Sales and Net Income (2010-2014)
The US Smokeless Tobacco Market Forecast (2013–2018F)

List Of Tables

LIST OF TABLES

Dependent & Independent Variables (2009-2014)
Correlation Matrix
Model Summary – Coefficient of Determination
Regression Coefficients Output

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