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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

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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.

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