

## **Cigarettes in China**

Market Direction | 2022-06-29 | 24 pages | Euromonitor

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### **Report description:**

2021 witnessed superslim cigarettes maintain a double-digit growth rate and reach a double-digit share of sales within overall cigarettes in volume terms. This sustained high growth is closely related to upgrades in the image and consumption occasions for superslim cigarettes, which successfully broadened the user base. Getting rid of the "female-only" label, superslim cigarettes are now identified as for all genders, managing to incorporate the major consumer group in cigarettes - males. Also,...

Euromonitor International's Cigarettes in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cigarettes market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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June 2022

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Upgrades help superslim cigarettes continue to grow at a double-digit rate

Manufacturers slow the speed of new product launches

Slim to regular cigarettes are consumed more on a daily basis

##### PROSPECTS AND OPPORTUNITIES

Low CAGR expected in cigarettes in volume terms

Superslim cigarettes set to see concentration but differentiation by product variety

Driven by variety in terms of product and size, premium cigarettes is expected to grow rapidly

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