

Tobacco in Japan

Market Direction | 2022-06-29 | 52 pages | Euromonitor

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Report description:

The COVID-19 crisis endured for most of 2021, which continued to have a significant impact on the tobacco industry. Due to COVID-19, many indoor smoking rooms, as well as outdoor smoking areas, were closed, as it was considered they were an infection risk, with people crowded together without wearing masks. Therefore, both local municipalities and private entities decided to shut down smoking areas to prevent the spread of cases of the virus from their managed smoking areas. This resulted in a r...

Euromonitor International's Tobacco in Japan 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, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- * Get a detailed picture of the Tobacco 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.

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reliable information resources to help drive informed strategic planning.

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2021 DEVELOPMENTS

Continuous tax increases reduce sales of cigarettes

Cigarettes wins consumers back from cigarillos

Philip Morris gains share with its new economy product

PROSPECTS AND OPPORTUNITIES

Cigarettes to win consumers back from cigarillos

Economy cigarettes to increase their presence

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COVID-19 related disruption to imports continues

Fine cut tobacco is chosen as an economic option

PROSPECTS AND OPPORTUNITIES

Cigarillos set to see a rapid decline in demand

Fine cut tobacco will continue to attract price-conscious consumers, with surging inflation

Water pipe tobacco set to increase in popularity

CATEGORY DATA

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