

Tobacco in Malaysia

Market Direction | 2022-07-05 | 49 pages | Euromonitor

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Report description:

In 2021, tobacco saw a recovery in current value sales. This was largely the result of the phased easing of COVID-19 related restrictions during the year and consumers returning to workplaces, bars and restaurants, and partaking in social gatherings again, which led to an increase in social smoking.

Euromonitor International's Tobacco in Malaysia 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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Euromonitor International
July 2022

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British American Tobacco maintains its lead but price band switches seen

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PROSPECTS AND OPPORTUNITIES

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