

Tobacco in the US

Market Direction | 2022-07-08 | 62 pages | Euromonitor

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Report description:

In 2021, the isolating and stressful effects of the pandemic and associated lockdowns continued to impact consumers' smoking habits, but in different ways, ultimately resulting in smoking prevalence dropping slightly from 2020. Some consumers tried to undo the coping habits they had formed during 2020, or felt more of a motivation to quit. Meanwhile, other consumers continued to smoke, and sometimes even increased their smoking habit as more time continued to be spent at home. Also affecting con...

Euromonitor International's Tobacco in USA 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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CIGARS, CIGARILLOS AND SMOKING TOBACCO IN THE US

KEY DATA FINDINGS

2021 DEVELOPMENTS

Cigars maintains growth as more time is spent at home

Rise of e-commerce is maintained in 2021

Growth for Swedish Match led by Garcia y Vega

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CIGARETTES IN THE US

KEY DATA FINDINGS

2021 DEVELOPMENTS

Previous growth in cigarettes slips in 2021

More time at home splits consumption trends

Premium price band performs well as consumers look for brands they trust

PROSPECTS AND OPPORTUNITIES

Potential menthol ban would bring down category value

Cigarettes' relationship to alternative products shifts

2022 inflation to shape purchasing habits

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