

Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China

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Report description:

In 2021, retail volume sales of cigars and cigarillos continued to decline. Cigars experienced a stronger fall in comparison with cigarillos, which could be explained by consumption habits. Local consumers treat cigar smoking as a social event, so they prefer smoking in a cigar bar or lounge with friends. In contrast, smoking a cigarillo is perceived as similar to smoking a cigarette, which can be done at home or outside. Therefore, the closure of cigar bars had a negative impact on retail volume...

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in Hong Kong, 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: Cigars and Cigarillos, Smoking 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 Cigars, Cigarillos and Smoking 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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Table of Contents:

Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China

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List Of Contents And Tables

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN HONG KONG, CHINA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of cigars and cigarillos continue to drop in 2021, amid COVID-19

E-commerce continues to thrive by providing a safe and convenient channel to purchase cigars

Cuban cigars continue to dominate sales, while New World cigars rise from a niche positioning

PROSPECTS AND OPPORTUNITIES

Cigars and cigarillos set to rebound in 2023 when border with Mainland China reopens

Physical stores will remain vital for cigar smokers due to need for in-person experience

A more diverse consumer base is emerging

CATEGORY DATA

Table 1 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 2 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021

Table 3 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021

Table 4 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021

Table 5 Sales of Cigars by Size: % Volume 2016-2021

Table 6 Sales of Cigarillos by Price Platform 2016-2021

Table 7 NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021

Table 8 LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021

Table 9 NBO Company Shares of Cigars: % Volume 2017-2021

Table 10 LBN Brand Shares of Cigars: % Volume 2018-2021

Table 11 NBO Company Shares of Cigarillos: % Volume 2017-2021

Table 12 LBN Brand Shares of Cigarillos: % Volume 2018-2021

Table 13 Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021

Table 14 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026

Table 15 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026

Table 16 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026

Table 17 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

TOBACCO IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

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Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship

Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 18 Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 19 Sales of Tobacco by Category: Volume 2016-2021

Table 20 Sales of Tobacco by Category: Value 2016-2021

Table 21 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 22 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 23 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 24 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 25 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 26 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

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SOURCES

Summary 2 Research Sources

Cigars, Cigarillos and Smoking Tobacco in Hong Kong, China

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