

Cigars, Cigarillos and Smoking Tobacco in South Africa

Market Direction | 2022-07-14 | 29 pages | Euromonitor

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Report description:

Fine cut tobacco enjoyed a strong rebound in demand in 2021, in large part due to its associated value proposition along with the market environment caused by pandemic-related restrictions and impact on income levels. Fine cut tobacco brands, such as Colts or Golden Virginia, appeal to consumers as they offer large pack sizes, and therefore greater volumes of tobacco compared to cigarettes at the same price-per-volume. Furthermore, growth was also driven by consumers who shifted from cigarettes...

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in South Africa 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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2021 DEVELOPMENTS

Fine cut tobacco enjoys increasing consumer demand, based on value proposition

Cigarillos supported by flavour offerings and pack sizes, appealing to wider range of consumers

Cigar sales stabilise, due to mature consumer demand

PROSPECTS AND OPPORTUNITIES

International players will continue to dominate local cigars

Pipe tobacco set to decline over forecast period, due to shrinking consumer base

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