

## **Tobacco in China**

Market Direction | 2022-06-29 | 38 pages | Euromonitor

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### **Report description:**

Due to the addictive nature of tobacco, the inconvenience caused by COVID-19 did not stop smokers from purchasing tobacco, and 2021 witnessed a continued increase in value sales. The overall tobacco industry recorded mid-single-digit growth in current value terms, mainly driven by cigarettes and cigars. Being the dominant category within tobacco, the steady growth of cigarettes in both retail volume and value terms contributed significantly to the growth in overall tobacco. Cigars also maintained...

Euromonitor International's Tobacco in 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: 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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Upgrades help superslim cigarettes continue to grow at a double-digit rate

Manufacturers slow the speed of new product launches

Slim to regular cigarettes are consumed more on a daily basis

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