

Tobacco in Pakistan

Market Direction | 2022-07-26 | 43 pages | Euromonitor

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Report description:

As the effect of COVID-19 on the industry remained very limited and did not restrict the distribution of tobacco in Pakistan, sales of tobacco grew overall in 2021. With smoking prevalence remaining stable in the country, prices increased as the government continued to raise taxes in an attempt to curb demand. However, consumers of cigarettes shifted to cheaper brands as well as continuing to seek illicit offerings. Illicit trade, although reduced somewhat in 2021, remained significant as more a...

Euromonitor International's Tobacco in Pakistan 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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2021 DEVELOPMENTS

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Consumers shift towards cheaper brands of cigarettes as tax increases lead to price rises

Philip Morris (Pakistan) launches Parliament at the lowest possible price point

Price hike in cigarettes is mainly due to taxes

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Distribution remains the same in 2021 with tobacco specialists being the main retailers for cigars

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