

## Tobacco in Tanzania

Market Direction | 2022-07-27 | 31 pages | Euromonitor

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## Report description:

2021 saw Tanzania's tobacco industry rebound robustly from the sales declines registered at the peak of the COVID-19 pandemic in 2020. Smoking prevalence is rising, as is the size of the overall potential consumer base for cigarettes and key player TTC is investing in developing its operations to capture latent demand. However, substantial sales are still being lost to the growing illicit trade and the widespread use of traditional alternatives, with rising prices putting pressure on demand.

Euromonitor International's Tobacco in Tanzania 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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SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO



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