

## **KT&G Corp in Tobacco**

Global Strategy | 2023-03-03 | 32 pages | Euromonitor

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### **Report description:**

Although UnionPay is the largest card operator globally by card payment value, it is still far behind Visa and Mastercard outside China across all card segments. Besides commercial cards, its mobile app and QR, in which it has been expanding, UnionPay could explore new opportunities in digital banks and e-wallets. Furthermore, UnionPay could strengthen its relationships with Chinese businesses engaged in overseas trading, to gain a stronger foothold.

Euromonitor International's KT&G Corp in Tobacco Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Tobacco industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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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