

Cigarettes in Japan

Market Direction | 2023-06-21 | 22 pages | Euromonitor

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Report description:

In 2022, cigarettes continued to record a decline in retail volume sales. However, the decline was the smallest in recent years, thanks to the end of tax increases. The government conducted a reform of the tobacco tax scheme from 2018 to 2022, to increase the taxes on cigarettes and heated tobacco. For cigarettes, the level of tax was increased in three stages, in 2018, 2020, and 2021. The pure increase of the tax at each stage was JPY1 per stick, equivalent to JPY20 per pack, as 20 sticks is th...

Euromonitor International's Cigarettes in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigarettes 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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CIGARETTES IN JAPAN

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2022 DEVELOPMENTS

Unchanged selling prices help minimise the decline in sales of cigarettes

Cigarettes wins consumers back from cigarillos after tax harmonisation

Economy-priced cigarettes sees a strong share increase

PROSPECTS AND OPPORTUNITIES

Cigarette taxes likely to be increased further to finance defence budget

Economy cigarettes will remain popular, especially due to inflation

Reopening of smoking areas hoped to ease friction between non-smokers and smokers

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TOBACCO IN JAPAN

EXECUTIVE SUMMARY

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