

Tobacco in Japan

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Report description:

In 2022, the Japanese tobacco industry continued the trend of cigarettes recording a retail volume decline and heated tobacco products recording volume growth. While the tax on heated tobacco was increased in October 2022, heated tobacco maintained its strong growth momentum. This was partly supported by manufacturers' efforts to minimise the price increase on heated tobacco even with the tax increase - especially as due to global inflation, the prices of commodities kept rising in 2022, and con...

Euromonitor International's Tobacco 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, Cigarettes (Illicit+Legal), 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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Cigar imports fail to improve in 2022

Fine cut tobacco continues to grow

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