

Tobacco in New Zealand

Market Direction | 2023-06-21 | 49 pages | Euromonitor

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Report description:

In 2022, the New Zealand government maintained its commitment to implementing new regulations for tobacco products as part of ongoing efforts to reduce smoking prevalence. These efforts have been successful in driving down smoking rates due to increased health awareness, consistent excise tax hikes, stricter legislation and educational campaigns aimed at discouraging smoking. As a result, while price increases helped fuel strong current value growth in the tobacco market in 2022, the volume sale...

Euromonitor International's Tobacco in New Zealand 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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reliable information resources to help drive informed strategic planning.

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