

## **Tobacco in Canada**

Market Direction | 2023-06-28 | 55 pages | Euromonitor

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### **Report description:**

The tobacco market in Canada is undergoing significant changes, driven by declining smoking rates, the rise of alternatives such as vaping, and a focus on harm reduction. Smoking rates in Canada have been steadily declining over the past few decades and continued to fall in 2022, for both male and female adults, thanks in large part to increased public education campaigns, stricter regulations on tobacco products, and the introduction of alternatives such as vaping and nicotine replacement ther...

Euromonitor International's Tobacco in Canada 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.

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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## 2022 DEVELOPMENTS

Further decline with rising health consciousness

Illicit trade continues to threaten legitimate sales of cigarettes despite government efforts

Higher taxes and prices benefit economy cigarettes

## PROSPECTS AND OPPORTUNITIES

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Changing consumer preferences, regulations and health concerns impact smoking tobacco

No major company investment due to strict regulations and declining demand

#### PROSPECTS AND OPPORTUNITIES

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