

Cigarettes in Malaysia

Market Direction | 2023-06-19 | 24 pages | Euromonitor

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Report description:

Overall, economy and premium cigarettes gained retail volume share at the expense of mid-priced brands in 2022. The main reason for this trend was derived from high inflation, which drove high living costs and informed expenditure on cigarettes. Many premium brand smokers remained loyal to options like Dunhill and Benson & Hedges. These premium brands attract affluent smokers who like their strong taste and flavour and are less affected by economic downturns. Indeed, premium continued to account...

Euromonitor International's Cigarettes in Malaysia 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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TOBACCO IN MALAYSIA

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