

Tobacco in India

Market Direction | 2023-08-09 | 45 pages | Euromonitor

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Report description:

With social mobility returning to pre-COVID-19 levels post-pandemic, cigarettes have experienced the fastest volume growth in a decade, mainly fuelled by increased consumption occasions. The working population, including 316 million Millennials and a large part of the 365 million Generation Z members, has contributed significantly to this surge in consumerism, as consumers returned to out-of-home lifestyles in 2022. Furthermore, a C-Level LinkedIn survey indicated that 71% of C-level executives...

Euromonitor International's Tobacco in India 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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Pent-up demand and tax stability aid growth of cigarettes

ITC Ltd maintains the lion's share of sales, with Godfrey Philips and VST Industries completing the oligopoly

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VST Industries Ltd has carved a niche for itself on the back of affordability and localisation of flavours

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