

Cigarettes in India

Market Direction | 2023-08-09 | 24 pages | Euromonitor

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Report description:

With mobility returning to pre-COVID levels, the frequency of consumption occasions has increased. This has led to the fastest volume growth in a decade, primarily driven by India's sizable population of working individuals. As of 2022, according to Euromonitor's Economies and Consumers data, India is home to 316 million Millennials and 365 million Generation Z members, and this youth demographic has experienced a significant surge in consumerism as they returned to out-of-home lifestyles in 202...

Euromonitor International's Cigarettes 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 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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CIGARETTES IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

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

PROSPECTS AND OPPORTUNITIES

Cigarettes is expected to decline on the back of taxation, regulation, and inflation

India's consumer expenditure dictates consumption pattern

High illicit consumption continues to challenge industry stakeholders

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TOBACCO IN INDIA

EXECUTIVE SUMMARY

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Tobacco in 2022: The big picture

Tax stability aids the growth of tobacco, but illicit trade remains a big challenge for the industry

Foreign direct investment remains banned and domestic manufacturers continue to dominate

Retailing developments

What next for tobacco?

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