

Cigarettes in Japan

Market Direction | 2024-06-04 | 23 pages | Euromonitor

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Report description:

Cigarettes in Japan continued to decline in retail volume terms in 2023, marking the 11th consecutive year of decline. Cigarettes is still the largest tobacco category in Japan, accounting for over half of value sales; however, the decreasing population, the health trend, and regulations on areas where people are permitted to smoke have been putting downwards pressure on sales of cigarettes.

Euromonitor International's Cigarettes in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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.

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A small decrease in sales thanks to no tax increases

Japan Tobacco gains share with its economy priced products

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TOBACCO IN JAPAN

EXECUTIVE SUMMARY

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