

Cigarettes in South Korea

Market Direction | 2024-06-05 | 23 pages | Euromonitor

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Report description:

Retail volume and current value sales of cigarettes declined in 2023, maintaining the trend seen in 2022. Nevertheless, cigarettes still constitute a large proportion of sales in the overall tobacco industry. Whilst cigarettes experienced a negative performance in 2023, the fact that the overall tobacco industry showed low current value growth in 2023 suggests that a significant transition to substitutes for cigarettes played a major role in the decline. Consumers' heightened concerns about heal...

Euromonitor International's Cigarettes in South Korea 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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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CIGARETTES IN SOUTH KOREA

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Product innovations reduce negative aspects of cigarettes, while intensifying the flavour and taste

KT&G Corp retains its leading position in cigarettes

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TOBACCO IN SOUTH KOREA

EXECUTIVE SUMMARY

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