

Cigarettes in the Philippines

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

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Report description:

Cigarette sales in the Philippines continued to see deep declines in both volume and current value terms in 2023, in a trend that is accelerating in 2024 as manufacturers struggle to generate domestic demand through retail. Beyond the inflationary problems that persisted in 2023, the volume decline of cigarettes is also partly due to the efforts of leading player Philip Morris campaigning about dreaming of a smoke-free Philippines as it focused on promoting IQOS. The company is also working clos...

Euromonitor International's Cigarettes in Philippines 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.

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TOBACCO IN THE PHILIPPINES

EXECUTIVE SUMMARY

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