

Cigarettes in Hong Kong, China

Market Direction | 2024-06-13 | 24 pages | Euromonitor

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Report description:

Following slowing growth post-pandemic, volume sales of cigarettes in Hong Kong declined in 2023, in line with a stronger fall in smoking prevalence among the adult population. This downward trend was despite the relaxation of pandemic-related rules, such as the removal of masks and the reopening of borders. One of the key factors contributing to the continuous decline in smoking prevalence, particularly among males, is the heightened awareness of health since COVID-19 and the strong emphasis on...

Euromonitor International's Cigarettes in Hong Kong, China 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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Product innovation and new launches focus on flavour

Philip Morris Asia Ltd maintains dominant leadership of cigarettes

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Increasing reliance on local consumption means brands are expected to tailor their strategies accordingly

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TOBACCO IN HONG KONG, CHINA

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