

Tobacco in Myanmar

Market Direction | 2024-06-18 | 31 pages | Euromonitor

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Report description:

Positive growth was seen in tobacco in Myanmar in 2023 as official retail volume sales of cigarettes continued to rise. However, much tobacco use stems from informal sales of betel quids and hand-rolled cheroots, as well as illicit sales of smuggled cigarettes and parallel imports. The biggest trend is the shift towards the novel and unregulated category of e-vapour products, especially among young adults, with all sales currently falling outside the scope of Euromonitor International research.

Euromonitor International's Tobacco in Myanmar 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, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tobacco 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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