

## **Tobacco in India**

Market Direction | 2024-07-11 | 46 pages | Euromonitor

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### **Report description:**

After seeing declines during the first year of the pandemic in 2020, cigarettes experienced volume and current value growth in India in 2021 and 2022, which continued for a third year in 2023. This was due to increased office occupancy, moderate price hikes, and a focus on premiumisation. According to commercial real estate firm Cushman and Wakefield, office occupancy rates increased significantly, averaging 70% in November 2023, up from 40-50% in 2022. To offer employees flexibility and retain...

Euromonitor International's Tobacco in India 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.

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Increased office occupancy, moderate price hikes, and focus on premiumisation aids the growth of cigarettes in India  
ITC Ltd leads the oligopolistic cigarettes category in the country, on the back of a robust portfolio and vast distribution

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Marlboro brand grows significantly on the back of the use of Flue-Cured Virginia (FCV) tobacco, affordability, and availability

## PROSPECTS AND OPPORTUNITIES

Inflation for Flue-Cured Virginia (FCV) tobacco could impede the momentum of the category

India likely to remain a single-stick consumption market, owing to macroeconomic factors

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