

Tobacco in the US

Market Direction | 2024-05-22 | 66 pages | Euromonitor

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Report description:

Tobacco in the US continued its declining trend in current value terms in 2023, as the public health fight against tobacco intensified after the COVID-19 pandemic. Despite the failure from the Biden Administration to achieve a comprehensive ban on menthol cigarettes and other flavoured tobacco products, there was a significant dip in smoking prevalence in the last year of the review period. Prices continued to push higher, and although this strategy helped the industry limit its value decline, t...

Euromonitor International's Tobacco in USA 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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2023 DEVELOPMENTS

Cigars and cigarillos pressured by oversupply

Smoking tobacco sees a boost to growth

Share of premium cigars and cigarillos continues to grow

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Cigarettes loses ground to alternative tobacco products

Menthol ban still on the horizon

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