

Cigarettes and Alternative Nicotine Products in Asia Pacific

Global Strategy | 2024-08-19 | 65 pages | Euromonitor

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Report description:

While cigarettes were recording declining volume sales in 2023, positive growth was being seen in real value terms, helped in no small part by an ongoing trend towards premium brands in China, the region's dominant market. However, e-vapour products saw another major decline due to the raft of new regulations on these products in China. Heated tobacco continued to record strong growth, with Japan remaining the biggest market for these products globally.

Euromonitor International's Cigarettes and Alternative Nicotine Products in Asia Pacific global briefing offers an insight into the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

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

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reliable information resources to help drive informed strategic planning.

Table of Contents:

Introduction

Regional overview

Leading companies and brands

Forecast projections

Country snapshots

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