

Cigarettes in India

Market Direction | 2024-07-11 | 25 pages | Euromonitor

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Report description:

Cigarettes in India maintained solid retail volume growth in 2023, with the primary driver behind this increase being the return of people to office spaces after the end of the pandemic. 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 talent, the demand for office space has expanded beyond metro and tier-1 cities to include tier-2 cities...

Euromonitor International's Cigarettes 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 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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CIGARETTES IN INDIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

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

High illicit consumption continues to pose a threat to legal sales

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TOBACCO IN INDIA

EXECUTIVE SUMMARY

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