

## **Tobacco in China**

Market Direction | 2024-06-04 | 40 pages | Euromonitor

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### **Report description:**

Tobacco in China saw a fairly stable performance in 2023, with volume sales increasing marginally across all categories except e-vapour products. Cigarettes continued to see slow increases in both retail volume and current value sales, driven by steady consumer demand and the increasing penetration of premium brands. Whilst cigars and cigarillos remained a niche category in China, with relatively low penetration, it witnessed steady growth in retail volume terms, supported by a gradual improve...

Euromonitor International's Tobacco in China 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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