

Tobacco Groups - World

Market Analysis – 2015-2020 Trends – Corporate Strategies

Publication date: February 2015

Exclusive extracts from this 226 page-long report:

- What is the business?

The tobacco industry is comprised of companies engaged in the growth, preparation, shipment and distribution of tobacco and related products. This report analyses the main variables and factors affecting the industry [...]

- Who are the key players?

A handful of large multinationals dominate the international market, whose revenues are mainly generated by the manufacture of cigarettes [...]

Companies analysed in the report include: PHILIP MORRIS INTERNATIONAL, ALTRIA, JAPAN TOBACCO INTERNATIONAL, BRITISH AMERICAN TOBACCO, IMPERIAL TOBACCO GROUP, REYNOLDS AMERICAN, CHINA NATIONAL TOBACCO CORPORATION, INDIAN TOBACCO COMPANY, LORILLARD, SOUZA CRUZ, KT&G, SWEDISH MATCH AND EASTERN CO.

- How intense is competition?

In recent years several factors have shaken the tobacco market: firstly, some markets traditionally dominated by state-owned companies have opened the door to foreign tobacco groups; secondly, many governments have reduced tobacco companies' pricing capacity; and finally, the new e-cigarette market is growing fast and big tobacco groups did not participate in it from the beginning. These changes are coupled with the increasing regulations restricting tobacco marketing all around the world, higher taxes on tobacco products, the decrease in smoking rates and the rising share of illicit markets, which are also driving forces of the industry's competitiveness.

- What are the main markets?

As cigarette consumption in the US and Western Europe has been declining for the past decades, companies are keen to find new growth opportunities in countries with better market conditions and softer legal frameworks, particularly in China, the world's largest producer and consumer of tobacco products, and other countries in South East Asia.

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

José Antonio Bautista
Analyst, Xerfi Global

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