

# KT&G Corp in Tobacco

March 2023

**Table of Contents** 

## INTRODUCTION

Scope

Executive summary

#### STATE OF PLAY

Top companies at a glance

KT&G Corp's global footprint

Company overview

Cigarettes: KT&G's core category

Heated tobacco: Global expansion of the Lil brand

#### EXPOSURE TO FUTURE GROWTH

Category growth comparisons into the future

KT&G speeds up expansion in APAC revamping tobacco' old image

Cigarettes: Asia Pacific and MEA see growth Cigarettes: Capsule cigarettes gain importance Cigarettes: Growing presence of slimmer formats

Cigarettes: Esse brand's growing presence in the global landscape Cigarettes: Esse brand's growing presence in the global landscape

# COMPETITIVE POSITIONING

South Korea is the biggest market by volume for KT&G Corp KT&G Corp's portfolio of brands across key markets
Heated tobacco: Increasing its presence outside South Korea

# CATEGORY FOCUS

Cigarettes: Asia Pacific continues to be KT&G's main market Heated tobacco products: Expansion to Europe Executive summary

## **APPENDIX**

Projected company s ales – FAQs Projected company s ales – FAQs

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/ktandg-corp-in-tobacco/report.