

Philip Morris International Inc in Tobacco

April 2023

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

Smoke-free future remains top priority

Philip Morris International's global footprint

Leading cigarette markets experiencing declines

Heated tobacco sustains strong demand

Shift to smoke-free alternatives gaining momentum

Japan testing ground for success of heated tobacco

War in Ukraine devastating Russian market

Latest acquisitions and product developments

EXPOSURE TO FUTURE GROWTH

E-cigarettes and heated tobacco most likely replacement products

Asia Pacific and Middle East and Africa to maintain growth

Top three regions for heated tobacco

Italian market best positioned for heated tobacco development

Threat of illicit market to future performance in South Africa

Heated tobacco and nicotine pouches showing great potential

COMPETITIVE POSITIONING

Focus shifting away from cigarettes portfolio

PMI remains well positioned in Asia Pacific and developed Western European markets

Diverse portfolio of international and local brands benefit PMI's positioning

Close competition with British American Tobacco continues

Early adopters maintain Iqos device dominance

CIGARETTES

Cigarettes: Only two markets record growth

Brand mix benefits leading Indonesian market

Turkish demand sustains strong growth

CIGARS AND CIGARILLOS

Cigars and cigarillos growth remains positive, yet flat

Japanese demand set to deplete

Cigarillos driving growth as price fighter alternative

KEY FINDINGS

Executive summary

APPENDIX

Projected company sales: FAQs

Projected company sales: 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 focussing 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/philip-morris-international-inc-in-tobacco/report.