Cigarettes in South Korea - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Cigarettes experiences moderate volume decline, while taxes remain unchanged
Reduced smell cigarettes gain popularity
KT&G Corp continues to lead cigarettes due to continued investment

PROSPECTS AND OPPORTUNITIES
Cigarettes set to continue to lose smokers to next-generation products
Rise of economy cigarettes expected
The increasing importance of ESG-centric promotions

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Average cigarette pack price breakdown
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Tobacco in South Korea - Industry Overview

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2022 key trends
Competitive landscape
Retailing developments
What next for tobacco?

OPERATING ENVIRONMENT
Legislation
Legislative overview

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Minimum legal smoking age
Smoking prevalence
Tar levels
Health warnings
Plain packaging
Point-of-sale display bans
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Vapour products

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