

# What's Happening in Tobacco? Q3 2020

October 2020

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Production updates  
New product developments

## IN DEPTH

PMI: COVID-19 severely impacts sales in the second quarter  
BAT: geographic expansion driving heated tobacco sales growth  
JTI: Total shipment volume forecast set to decline in 2020  
IMB : Premium sales cigar business sale delayed

## MACROECONOMIC UPDATE

The latest Euromonitor International macroeconomic forecasts  
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## Q4 TALKING POINTS

What to look for in Q4 2020  
Passport Cannabis

## 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.

