

# What's Happening in Tobacco? Q4 2021

February 2022

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## IN DEPTH

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BAT: New portfolio shows rapid growth  
JTI: Domestic volume sales see a decline  
IMB: On track with pilot launches for NGP

## GLOBAL OUTLOOK: Q4 2021

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## MACROECONOMIC UPDATE: Q4 2021

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What to look for in Q1 2022

## About Euromonitor International

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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:

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- **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/whats-happening-in-tobacco-q4-2021/report](https://www.euromonitor.com/whats-happening-in-tobacco-q4-2021/report).