British American Tobacco (BAT) - Company Profile

Description: “Company Insight: British American Tobacco (BAT)” is a new report that is the result of extensive market research covering British American Tobacco (BAT)'s profile in the tobacco products market. It provides a detailed insight into the company's business activity and products. The report also includes company financials, corporate structure, business review, contact details, and its strengths, strategies and performance.

In 2013 BAT associate volumes are estimated at 163 billion pieces. Associate volumes represent just less than 3% of the global market. Meanwhile, subsidiary volumes are reported at 676 billion pieces in 2013, somewhat lower than the previous year.

Imperial's reported volumes of 266 billion cigarettes in 2013 gives it a fifth ranking globally with a 4.5% share, a position considerably enhanced on its position less than the ten years ago but current trends display a steady erosion of its share which is down from 5.5% in 2009.

BAT's largest volumes are generated from Asia, followed by Eastern Europe/FSU and the Americas. It weakest position is in Western Europe.

Scope

“The British American Tobacco (BAT)” report is a qualitative report providing extensive and highly detailed company related facts and figures and its position in the Cigarette market.

This report is the result of extensive market research covering British American Tobacco (BAT)'s profile in the tobacco products market. The report provides data based upon a unique combination of industry research, fieldwork, Company profiling and our in-house expertise in order to offer detailed insight into the company's business activity and products.

This report is aimed at companies operating in the Tobacco industry and for new companies considering entry into Tobacco industry.


This report also provides Cigarette Business review along with other information relating to the ownership, organization structure and contact details.

Reasons To Buy

Tobacco companies require a detailed understanding of companies operating in Tobacco Industry in order to align their sales and marketing efforts with the latest trends in the market. This report provides detailed analysis of company's business activity and products.

As consumers product demand evolves, tobacco companies also change their strategy and positioning to tap the new opportunities. As a result, understanding the shifting market dynamics is key to ensuring maximum sales in the future.

The differing growth rates registered by various companies operating in the same space drive fundamental shifts in the market. This report provides detailed, authoritative data on these changes for marketers.

The report provides the latest activities on competitive landscape in the Tobacco industry, providing marketers with essential data in order to understand their own position in the market and to identify where to compete in the future.

Contents: Introduction
Key Company Facts
British American Tobacco plc (BAT)
Corporate Structure
Ownership
Organisation
BAT: Regional Reporting Realignment, 2009
BAT: Regional Reporting Changes, 2010 and 2011
BAT: Principal Subsidiaries, 2013
Associates
BAT: Principal Associates, 2013
Joint Operations
BAT: Principal Joint Operations, 2013
Corporate Developments
Financial Highlights
BAT: Group Income Statement, 2004-2013
BAT Associates and Joint Ventures, Trading Statement, 2006-2013
BAT: Revenue and Operating Profit by Region, 2000-2013
BAT: Associate/JV Contribution, 2004-2013
BAT: Group Balance Sheet, 2008-2013
Ten Year Revenue, Profit and Balance Sheet Data, 2003-2013
Business Profile - Cigarettes
Global Overview
BAT and Associates: Long Term Cigarette Volume Trends, 1993-2013
BAT: Principal Associates: Cigarette Volume by Company, 1990-2013
BAT and Associates: Cigarette Sales by Region, 2000-2013
BAT: Cigarette Sales by Brand Cluster, 2004-2013
Global Competitor Situation
Global Manufacturer Sales and Share, 2000-2013
Global Competitive Position by Company and Region, 2000-2013
Asia/Australasia
Market Fundamentals
Asia/Australasia: Sales Volume by Country, 2000-2013
BAT Sales Development
BAT: Asia/Australasia, Volume and Market Share by Country, 2000-2013
Competitor Profile
Asia/Australasia: Competitive Position by Company, 2000-2013
Asia/Australasia: Manufacturer Share and Ranking by Country, 2000 and 2013
Eastern Europe/FSU
Market Fundamentals
Eastern Europe/FSU: Sales Volume by Country, 2000-2013
BAT Sales Development
Competitor Profile
Eastern Europe/FSU: Competitive Position by Company, 2000-2013
Eastern Europe/FSU: Manufacturer Share and Ranking by Country, 2000 and 2013
Americas
Market Fundamentals
Americas: Sales Volume by Country, 2000-2013
BAT Sales Development
BAT: Americas, Volume and Market Share by Country, 2000-2013
Competitor Profile
Americas: Competitive Position by Company, 2000-2013
Americas: Manufacturer Share and Ranking by Country, 2000 and 2013
Africa and Middle East
Market Fundamentals
Africa/Middle East: Sales Volume by Country, 2000-2013
BAT Sales Development
BAT: Africa and Middle East, Volume and Market Share by Country, 2000-2013
Competitor Profile
Africa/Middle East: Competitive Position by Company, 2000-2013
Africa/Middle East: Manufacturer Share and Ranking by Country, 2000 and 2013
Western Europe
Market Fundamentals
Western Europe: Sales Volume by Country, 2000-2013
BAT Sales Development
BAT: Western Europe, Volume and Market Share by Country, 2000-2013
Competitor Profile
Western Europe: Competitive Position by Company, 2000-2013
Western Europe: Manufacturer Share and Ranking by Country, 2000 and 2013
Business Profile - Other Tobacco Products
Fine Cut Tobacco
Smokeless Tobacco
Cigars and Cigarillos
Company Strengths, Strategies and Performance
BAT: Global Subsidiary/Associate Volume and Share Development, 2000-2013
BAT: Sales Volume and Share Ranked by Country, 2000-2013
Summary of BAT’s Rankings in World Markets, 2013
BAT: Global Drive Brands by Volume, 2000-2013
BAT: Sales of GDB, Other International and Local Brands, 2004-2013
Leading Global Cigarette Brand Volumes, 2000-2013

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