



Market Analysis

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Market Analysis

The global [tobacco](#) market size was valued at USD 604.35 billion in 2015 and is poised to register a CAGR of 2.8% from 2016 to 2021. Globally, the market has faced several challenges, including stringent government policies, rising health consciousness, increasing popularity and availability of substitutes, and economic concerns.

In addition, availability of traditional nicotine replacement therapies such as gum, patches, and lozenges, which help alleviate cravings, threaten to impede market growth. [Electronic cigarettes](#) (e-cigs) are currently the largest threat to the industry on a global scale, with several countries proving to be key markets for such products. As a result, tobacco and associated product manufacturers are looking for innovative ways to sell their products in the market. Improving public awareness about the adverse impact of smoking on health and overall wellness, combined with rising government initiatives to control consumption such as graphic adverts on television as well as on product packaging, will be a barrier for new entrants.

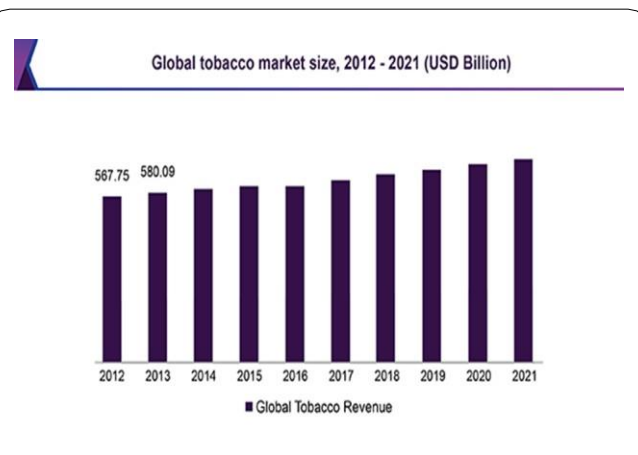
Importance & Scope:

The tobacco plant, [Nicotiana](#), has probably been responsible for more deaths than any other herb. At present, tobacco smoking is causing over 3 million deaths a year worldwide, and if current smoking trends continue the annual mortality will exceed 10 million by around 2030. Add to this the mortality from cancers caused by oral uses and the death toll becomes still higher. Undoubtedly, tobacco is the most important avoidable cause of premature death and disease in the world.

Approximately one fourth of the population uses tobacco products, and 19.4 percent smoke cigarettes. According to the 2016 National Survey on Drug Use and Health (NSDUH), an estimated 63.4 million people aged 12 or older used a tobacco product during the past month, including 51.3 million cigarette smokers. Smoking rates continue to go down year to year; the percentage of people over age 18 who smoke cigarettes declined from 20.9 percent in 2005 to 15.8 percent in 2016, according to the 2017 National Health Interview Survey.

Target Audience:

- Tobacco control coalition members
- Tobacco control staff
- Health care providers
- Staff and members of networks for tobacco control
- Health advocates
- Public health professionals
- Policymakers
- Leaders in education



Related Companies/Industries:

- Roche. Listed Company
- AstraZeneca. Listed Company
- Genentech. Listed Company
- Memrise. Private Company
- Halo Neuroscience Private Company
- SAGE Therapeutics Listed Company
- Allergan. Listed Company
- Via .Private Company
- Allergan
- Eisai Co. Ltd
- Novartis AG
- Daiichi Sankyo Company Limited
- Merz Pharma
- Pfizer Inc
- Johnson & Johnson Services
- Lundbeck A/S

Related Associations and Societies:

- American Brain Foundation
- Fisher Center for Alzheimer's Research Foundation
- Alzheimer's Foundation of America
- Alzheimer's Research & Prevention Foundation Lewy Body Dementia Association,
- Alzheimer's Family Services Center
- Long Island Alzheimer's Foundation
- Alzheimer's Association - Dementia information and local support groups
- Alzheimer's Disease International
- Alzheimer's Europe - A good overview of the different types of Dementia
- Alzheimer's Foundation of America, Caregiver tips
- The Association for Frontotemporal Degeneration Young Dementia
- Alternating Hemiplegia of Childhood Foundation
- Alzheimer's Drug Discovery Foundation Neuropathy Association and Nevus Outreach
- National Parkinson Foundation
- Brain Tumor Research and Information
- Cure Alzheimer's Fund