

## **Cigarettes in Taiwan**

Market Direction | 2022-07-18 | 26 pages | Euromonitor

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### **Report description:**

COVID-19 led to changes in consumers' smoking behaviour and delayed plans for cessation, indirectly benefiting sales of tobacco in Taiwan in 2021. The Taiwanese government has been promoting smoking cessation in the last couple of years, taking advantage of the popular consensus on epidemic prevention and general health awareness. It particularly utilised online platforms like social media to explain the possible links between smoking and the risk of severe COVID-19 symptoms. However, since the...

Euromonitor International's Cigarettes in Taiwan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cigarettes market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
July 2022

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##### 2021 DEVELOPMENTS

Despite delays to cessation clinics, pandemic restrictions keep cigarettes growth low

Domestic channels see growth as consumers have no access to duty-free and strive to bulk buy from channels without contact tracing technology

COVID-19 reduces illicit trade of cigarettes due to border closures

##### PROSPECTS AND OPPORTUNITIES

Government regulations to lead to lower retail volume sales but illicit trade growth

Despite recent flavour innovations, a ban via the Tobacco Hazards Prevention Act could damage retail growth prospects

Slim cigarettes to continue gaining ground as category players focus on the increasing number of female smokers

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