

## **Cigarettes in Vietnam**

Market Direction | 2022-07-26 | 25 pages | Euromonitor

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### **Report description:**

In 2021, Vietnam saw periodic recurrent waves of COVID-19. Consequently, governmental authorities announced the closure of all non-essential businesses and entertainment activities such as bars, beauty salons, gyms, karaoke parlours, night clubs, massage parlours, and cinemas until further notice in response to the city recording more than 25 cases in a single day. Petrol stations, retail stores, pharmacies and medical facilities remained open, but with strict preventive measures. Restrictions o...

Euromonitor International's Cigarettes in Vietnam 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2022

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Closure of country's borders leads to a steep decline in illicit trade, boosting domestic sales of cigarettes instead

Cigarettes continues to see premiumisation in spite of economic uncertainty

Vinataba retains its dominance despite losing further share to its multinational rivals

#### PROSPECTS AND OPPORTUNITIES

Cigarettes set to return to growth alongside economic recovery

Excise tax increase foreseen for cigarettes in the forecast period

Rising health awareness expected to limit growth in cigarettes

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#### TOBACCO IN VIETNAM

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