

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Vietnam

Market Direction | 2022-07-26 | 19 pages | Euromonitor

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Report description:

E-vapour products and heated tobacco still lacked necessary and clear legalisation and instruction from the Vietnamese government in 2021, despite setting out proposals for a ban on these products. As e-cigarettes are still quite new products in the country, the Vietnamese government has still not signed off on legislation governing these products. At the time of writing this report, illegally imported e-cigarettes are still treated as illicit normal products and thus face a lower fine than illi...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco 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: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

Why buy this report?

- * Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated Tobacco 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

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Regulation on e-vapour products and heated tobacco yet to be signed into law

The sale of e-vapour products and heated tobacco remains a grey area with Vinataba not yet distributing these products

Smokeless tobacco continues to attract little interest

PROSPECTS AND OPPORTUNITIES

Vietnam's Ministry of Health expected to introduce a ban on e-cigarettes and shisha in the forecast period

Young consumers expected to embrace e-vapour products and heated tobacco

Tobacco free oral nicotine expected to maintain a negligible presence in Vietnam

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