

Tobacco in Vietnam

Market Direction | 2023-06-19 | 37 pages | Euromonitor

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Report description:

Tobacco in Vietnam returned to normal sales figures in 2022, after seeing a growth slump in 2020-2021 due to the event of COVID-19 and associated social distancing restrictions and lockdowns. However, after the Vietnamese government lifted these restrictions, consumers returned to their out-of-home lifestyles, and this triggered incidences of smoking again. Moreover, consumers of legal smoking age can easily purchase tobacco products in the country, thus also helping to boost demand.

Euromonitor International's 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

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

Why buy this report?

- * Get a detailed picture of the 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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Price hikes noted in the mid-priced and premium segments
Digital stamps set to decrease illegal trade and further cement the position of legal domestic brands

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