

Tobacco in Taiwan

Market Direction | 2023-06-28 | 45 pages | Euromonitor

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Report description:

In January 2023, the Legislative Yuan passed the third reading of the most anticipated amendment of the Tobacco Hazard Prevention Act. The amendment includes raising the smoking age to 20 years of age, increasing the proportion of warning pictures and texts on tobacco products, completely prohibiting e-cigarettes and flavoured tobacco products, regulating heated tobacco, and expanding the scope of smoking bans in public areas, including schools and institutions. The new legislation came into eff...

Euromonitor International's Tobacco 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 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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2022 DEVELOPMENTS

Marginal decline in cigarettes volume sales

Flavoured cigarettes are banned under new law

Female demographic more likely to stick with cigarettes

PROSPECTS AND OPPORTUNITIES

Cigarette prices likely to rise in Taiwan

Cigarette companies shifting focus to heated tobacco

Illicit trade likely to grow following new laws

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Cigars and cigarillos enjoy strong retail volume and value growth

Social media provides a channel for consumers to educate themselves

Cigar culture develops alongside expansion of cigar lounges

PROSPECTS AND OPPORTUNITIES

New legislation bans sale of flavoured cigarillos

Cigar culture to gain traction in Taiwan

Regulation amendments could restrict consumption occasions

CATEGORY DATA

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