

Tobacco in Thailand

Market Direction | 2023-06-20 | 37 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

Report description:

In 2022, the tobacco industry in Thailand was seeing some recovery in demand. The industry faced challenges during the COVID-19 pandemic due to government measures aimed at reducing infection rates. These restrictions, including closures, social distancing, and national lockdowns, affected all channels, including foodservice, leading to a decrease in the overall consumption of tobacco products. The lifting of social activity restrictions meant that people were spending more time outside, increas...

Euromonitor International's Tobacco in Thailand 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Tobacco in Thailand
Euromonitor International
June 2023

List Of Contents And Tables

TOBACCO IN THAILAND

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Health warnings

Plain packaging

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2017-2022

Table 3 Sales of Tobacco by Category: Value 2017-2022

Table 4 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 5 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 6 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 7 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 Research Sources

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Thailand's cigar market faces challenges despite expected growth

Affordable RYO cigarettes gain popularity in Thailand, but face regulations

Pipe tobacco market supported by small but passionate community of pipe smokers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Local brands compete with international rivals through uniqueness and distribution

Challenges ahead for cigars

Thai smokers switch to fine cut tobacco as cigarette prices rise

CATEGORY DATA

Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2017-2022

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2017-2022

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2017-2022

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2017-2022

Table 36 Sales of Cigars by Size: % Volume 2017-2022

Table 37 Sales of Cigarillos by Price Platform 2017-2022

Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2018-2022

Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2019-2022

Table 40 NBO Company Shares of Cigars: % Volume 2018-2022

Table 41 LBN Brand Shares of Cigars: % Volume 2019-2022

Table 42 NBO Company Shares of Cigarillos: % Volume 2018-2022

Table 43 LBN Brand Shares of Cigarillos: % Volume 2019-2022

Table 44 NBO Company Shares of Smoking Tobacco: % Volume 2018-2022

Table 45 LBN Brand Shares of Smoking Tobacco: % Volume 2019-2022

Table 46 NBO Company Shares of Pipe Tobacco: % Volume 2018-2022

Table 47 LBN Brand Shares of Pipe Tobacco: % Volume 2019-2022

Table 48 NBO Company Shares of Fine Cut Tobacco: % Volume 2018-2022

Table 49 LBN Brand Shares of Fine Cut Tobacco: % Volume 2019-2022

Table 50 Distribution of Cigars and Cigarillos by Format: % Volume 2017-2022

Table 51 Distribution of Smoking Tobacco by Format: % Volume 2017-2022

Table 52 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2022-2027

Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2022-2027

Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2022-2027

Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2022-2027

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN THAILAND

KEY DATA FINDINGS

Government reiterates its stance concerning e-vapour products in Thailand

CIGARETTES IN THAILAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Thai Government's policies lead to significant decline in cigarette sales

Impact of e-cigarettes on the traditional tobacco market in Thailand

Little change in competitive landscape

PROSPECTS AND OPPORTUNITIES

Illegal e-cigarettes' popularity threatens economy cigarettes market in Thailand

New tax structure is likely to reduce smoking and illegal products

Rising health awareness to drive down demand, but opportunity for players to diversify product lines

TAXATION AND PRICING

Taxation rates

Summary 3 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 10 Sales of Cigarettes: Volume 2017-2022

Table 11 Sales of Cigarettes by Category: Value 2017-2022

Table 12 Sales of Cigarettes: % Volume Growth 2017-2022

Table 13 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 14 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 17 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 18 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 19 □NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 20 □LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 21 □Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 22 □Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 23 □Forecast Sales of Cigarettes: Volume 2022-2027

Table 24 □Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 25 □Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 26 □Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 27 □Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 28 □Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 29 □Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 30 □Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 31 □Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

Tobacco in Thailand

Market Direction | 2023-06-20 | 37 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-10
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com