

## **Tobacco in Cambodia**

Market Direction | 2024-05-29 | 29 pages | Euromonitor

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### **Report description:**

In 2023, cigarette consumption in Cambodia has seen a gradual decline. This trend is driven by several factors such as a notable increase in e-cigarette use, particularly among younger consumers, the recent implementation of a VAT on cigarettes, and growing awareness of the health risks linked to smoking. These elements collectively contribute to a shift in smoking habits, reflecting broader global trends towards alternative nicotine products and heightened public health consciousness.

Euromonitor International's Tobacco in Cambodia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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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