

Cigarettes in Thailand

Market Direction | 2024-06-06 | 24 pages | Euromonitor

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Report description:

The market for cigarettes in Thailand exhibited a decline in volume terms in 2023, albeit at a slower rate than in 2022. Besides the impact of ongoing economic uncertainty, performance continued to be negatively affected by the impact of excise tax adjustments, which came into force in October 2021. Cigarette packets priced up to THB72 were subject to a 25% tax levy whilst those priced above THB72 were subject to a higher tax rate of 42%. This led to a heightened selling price for both domestic...

Euromonitor International's Cigarettes 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 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 Including Fine Cut Stick Equivalent.

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

Why buy this report?

- * Get a detailed picture of the Cigarettes 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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CIGARETTES IN THAILAND

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Excise tax increases and illicit cigarette trade have negative impact on volumes

Growing health concerns and tighter restrictions deter consumers from lighting up

Smaller bands drive innovation amid challenging competitive landscape

PROSPECTS AND OPPORTUNITIES

Illegal trade poses continued threat, as smoking legal cigarettes becomes prohibitively expensive

Movement towards smoke-free society will result in fewer new smokers

Possible tax on e-cigarettes, combined with recovery of tourism industry could have positive effect on demand

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TOBACCO IN THAILAND

EXECUTIVE SUMMARY

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