

Cigarettes in Vietnam

Market Direction | 2024-06-06 | 25 pages | Euromonitor

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Report description:

In 2023, cigarettes continued to record positive total volume growth in Vietnam despite the economy encountering difficulties during the year. Smoking has become deeply ingrained in the daily routines and habits of many people in Vietnam. Even in the face of financial challenges, people may persist in buying cigarettes due to their ingrained habits and the sense of comfort they bring. Indeed, many people experience higher levels of stress during economic downturns, and during challenging periods...

Euromonitor International's Cigarettes 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 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 VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cigarettes records positive performance despite economy difficulties

New regulation from Ministry of Health aimed at protecting public

Vietnam National Tobacco Corp (Vinataba) continues to lead the market.

PROSPECTS AND OPPORTUNITIES

Cigarettes is projected to see a positive and stable performance over the forecast period

Vietnamese Government plans to increase special consumption tax over the forecast period

Cigarettes likely to face stronger competition from e-vapour products and heated tobacco

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TOBACCO IN VIETNAM

EXECUTIVE SUMMARY

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