

Tobacco in Laos

Market Direction | 2024-06-12 | 32 pages | Euromonitor

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Report description:

Tobacco in Laos recorded positive sales growth in 2023, despite spreading health concerns and government efforts to reduce smoking prevalence via information campaigns, taxation and regulation. The 2023 decree imposing higher taxes on cigarettes and other tobacco products forms a key plank of tobacco control efforts, as does the ban on e-vapour products. Despite economic pressures, few smokers are set to stop smoking for cost reasons; instead trading down to lower-priced products is more common.

Euromonitor International's Tobacco in Laos 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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