

Cigarettes in Thailand

June 2023

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Cigarettes in Thailand - Category analysis

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

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