

# Cigarettes in Vietnam

June 2023

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### 2022 DEVELOPMENTS

Cigarettes sees a boost to sales, thanks to consumers' return to out-of-home activities

Price hikes noted in the mid-priced and premium segments

Digital stamps set to decrease illegal trade and further cement the position of legal domestic brands

### PROSPECTS AND OPPORTUNITIES

Cigarettes is projected to encounter various challenges over the forecast period

Convenience stores will post a stronger presence in cigarettes' sales in the large cities

Cigarettes will witness premiumisation trends in large cities

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## Tobacco in Vietnam - Industry Overview

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Tobacco sees a boost to growth after the era of COVID-19 ends

Digital stamps become mandatory for all tobacco products

Domestic Vinataba maintains its leading place, with support from the government

Retailing developments

What next for tobacco?

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