

Cigars, Cigarillos and Smoking Tobacco in Taiwan

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars and cigarillos enjoy strong retail volume and value growth
Social media provides a channel for consumers to educate themselves
Cigar culture develops alongside expansion of cigar lounges

PROSPECTS AND OPPORTUNITIES

New legislation bans sale of flavoured cigarillos
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Regulation amendments could restrict consumption occasions

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Tobacco in Taiwan - Industry Overview

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Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
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