



Euromonitor
International

Cigarettes in Thailand

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Cigarettes

INDUSTRY PERFORMANCE

Tobacco Authority Shifts Focus as Illicit Sales Surge

Flavour Innovation and Price Repositioning Target Shrinking Demand

Younger Consumers of Legal Smoking Age Abandon Cigarettes for Illegal Alternatives

Chart 2 - Volume Sales 2020-2030

WHAT'S NEXT?

Tax Reform and Illicit Supply Reshape Pricing and Channel Dynamics

Younger Users of Legal Smoking Age Accelerate Shift to Alternative Nicotine Formats

Chart 3 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Chart 4 - Analyst Insight for Cigarettes

Philip Morris Strengthens Position through Portfolio Diversification

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Modern Trade Gains Share at the Expense of Independent Retailers

Chart 7 - Retail Channels 2020-2025

TAXATION AND PRICING

PRODUCTS

Product Innovation Responds to Market Pressures

Value and Variety Drive Market Gains

Strategic Diversification Amidst Shifting Consumption

ECONOMIC CONTEXT

Chart 8 - Economic Context for Cigarettes

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Cigarettes

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Nicotine in Thailand - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Philip Morris Launches Capsule Innovations to Win Value-Driven Smokers

Illicit Brands and E-Vapour Disrupt Established Purchasing Habits

Value-Seeking Consumers Reshape Competition

Chart 15 - Volume Sales 2020-2030

Chart 16 - Volume Sales by Category 2025

WHAT'S NEXT?

Illicit Trade Constrains Nicotine Volumes as Alternative Formats Grow

Chart 17 - Analyst Insight for Nicotine

Value-Focused Strategies Become Critical for Success

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Leads as Value Innovation Reshapes Competition

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Independent Stores Hold Leadership as Digital Platforms Bypass Regulation

Social Commerce Outpaces Retail E-Commerce as Buyers Seek Frictionless Access

PRODUCTS

Value-Driven Trends Shape Nicotine Innovation

Capsule Technology and Illicit Alternatives Define Recent Changes

Strategic Adjustments Drive Market Share Shifts and Future Retention

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 22 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Health Warnings

Plain Packaging

Point-Of-Sale Display Bans

Smoking in Public Places

Flavoured Tobacco Product Ban

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 23 - Economic Context for Nicotine

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Nicotine

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigarettes-in-thailand/report.