



Euromonitor  
International

# Tobacco in Cambodia

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DISCLAIMER

CIGARETTES

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  - Volume sales of cigarettes rise in 2024 as the government clamps down on illegal trade and tourism continues to rebound
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Scandinavian Tobacco Group A/S leads with its popular Café Crème brand

Hospitality (on trade) remains the leading channel for premium brands, while small local grocers and supermarkets stock more accessibly priced brands

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Declining popularity of smokeless tobacco, especially chewing tobacco, due to growing popularity of alternatives and rising health awareness

Decline seen in smokeless tobacco, while e-vapour products grow in popularity, despite government ban

Rural practices favour wet markets for smoking tobacco, while retail e-commerce and online marketing provide an avenue for banned e-vapour and heated tobacco products

Prospects and Opportunities

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