

Cigars, Cigarillos and Smoking Tobacco in Vietnam

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Cigars continues to register a strong performance, thanks to higher-income consumer base

New cigar brands start to appear in Vietnam, to meet rising demand

Cigarillos and smoking tobacco remain negligible in Vietnam

PROSPECTS AND OPPORTUNITIES

A positive outlook for cigars and pipe tobacco – albeit with sales remaining niche to the dedicated demographics

Vinataba likely to expand its portfolio further, including with new imported brands

Potential threat from heated tobacco products over the forecast period

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Tobacco in Vietnam - Industry Overview

EXECUTIVE SUMMARY

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?

OPERATING ENVIRONMENT

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Minimum legal smoking age

Smoking prevalence

Health warnings

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