

Cigarettes in Vietnam

July 2022

Table of Contents

[Cigarettes in Vietnam - Category analysis](#)

KEY DATA FINDINGS

2021 DEVELOPMENTS

Closure of country's borders leads to a steep decline in illicit trade, boosting domestic sales of cigarettes instead

Cigarettes continues to see premiumisation in spite of economic uncertainty

Vinataba retains its dominance despite losing further share to its multinational rivals

PROSPECTS AND OPPORTUNITIES

Cigarettes set to return to growth alongside economic recovery

Excise tax increase foreseen for cigarettes in the forecast period

Rising health awareness expected to limit growth in cigarettes

TAXATION AND PRICING

Taxation rates

Summary 1 - Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 2 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2016-2021

Table 2 - Sales of Cigarettes by Category: Value 2016-2021

Table 3 - Sales of Cigarettes: % Volume Growth 2016-2021

Table 4 - Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 5 - Sales of Cigarettes by Blend: % Volume 2016-2021

Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 8 - Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 9 - Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 10 - NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 11 - LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 14 - Forecast Sales of Cigarettes: Volume 2021-2026

Table 15 - Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

[Tobacco in Vietnam - Industry Overview](#)

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 - Legislation Summary at a Glance

Smoking prevalence

Health warnings

Plain packaging

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 23 - Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2016-2021

Table 25 - Sales of Tobacco by Category: Value 2016-2021

Table 26 - Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 27 - Sales of Tobacco by Category: % Value Growth 2016-2021

Table 28 - Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 29 - Forecast Sales of Tobacco by Category: Value 2021-2026

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 4 - Research Sources

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-vietnam/report.