

# Cigars, Cigarillos and Smoking Tobacco in Vietnam

<https://marketpublishers.com/r/C37F8D65A6DEN.html>

Date: June 2024

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: C37F8D65A6DEN

## Abstracts

In 2023, cigars witnessed slower growth in total volume sales in Vietnam than in the previous year. The market has become more mature, with the target consumer group of cigars being limited mostly to affluent consumers. Despite the deceleration in volume growth, 2023 still saw volume sales of cigars increase strongly. Enjoying a fine cigar is often linked to socialising, whether it be at cigar lounges, clubs, or events. Enjoying a cigar with friends or colleagues can foster conversation and a se...

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cigars and Cigarillos, Smoking Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Cigars, Cigarillos and Smoking Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
June 2024

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