

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Vietnam

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## Abstracts

E-vapour and heated tobacco products remains an underdeveloped category in Vietnam, however, this is expected to develop further over the forecast period. During 2022, the Vietnamese government and associated authorities, especially the Ministry of Health, actively proposed and pushed necessary actions to draft regulations of e-vapour and heated tobacco products, to address the growing demand and thus presence of these products. Indeed, heated tobacco products is a relatively new and emerging in...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated 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 2018-2022, 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 2027 illustrate how the market is set to change.

**Product coverage:** E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

## Why buy this report?

Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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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Smokeless tobacco continues to register a negligible presence

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