

# Tobacco in Vietnam

<https://marketpublishers.com/r/T9760099364EN.html>

Date: June 2024

Pages: 37

Price: US\$ 2,100.00 (Single User License)

ID: T9760099364EN

## Abstracts

In 2023, tobacco continued to record a positive performance in Vietnam despite the fact that the country experienced challenging economic conditions and considerable inflationary pressure. Many Vietnamese consumers maintained their habit of smoking tobacco products as a way to relieve stress. Moreover, key players in tobacco products tried to keep their prices as stable as possible so as not to deter consumers who faced increasing pressure on their household budgets.

Euromonitor International's 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: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated 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 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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Cigarettes records positive performance despite economy difficulties

New regulation from Ministry of Health aimed at protecting public

Vietnam National Tobacco Corp (Vinataba) continues to lead the market.

PROSPECTS AND OPPORTUNITIES

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Large cigars still dominate the market

Smoking tobacco records the stable performance

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Push for regulation/legislation relating to e-vapour and heated tobacco products in  
Vietnam

Supply of e-vapour and heated tobacco products remains limited to personal imports

Smokeless tobacco continues to register negligible presence

### **PROSPECTS AND OPPORTUNITIES**

Vietnamese Government expected to work on and to issue legislation and instruction for  
e-vapour and heated tobacco products.

E-vapour and heated tobacco projected to gain in popularity amongst young adults of  
legal smoking age

Smokeless tobacco will remain negligible over the forecast period

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