

# Cigarettes in Taiwan

June 2024

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## Cigarettes in Taiwan - Category analysis

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Faster decline in cigarette volume sales

Travel recovery boosts duty free cigarette sales

Higher cigarette prices to prompt shift in smoking behaviour

## PROSPECTS AND OPPORTUNITIES

New law expands non-smoking areas to include bars, nightclubs and cigar lounges

Tax rises expected after being put on hold

Rising rate of smoking among females

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