

Cigarettes in Vietnam

June 2024

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Cigarettes in Vietnam - Category analysis

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2023 DEVELOPMENTS

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

Cigarettes is projected to see a positive and stable performance over the forecast period
Vietnamese Government plans to increase special consumption tax over the forecast period
Cigarettes likely to face stronger competition from e-vapour products and heated tobacco

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