

# Cigars, Cigarillos and Smoking Tobacco in Thailand

June 2024

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## Cigars, Cigarillos and Smoking Tobacco in Thailand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Revival of tourism boosts demand for cigars and cigarillos

Increased consumer price consciousness proves to be favourable for fine cut tobacco

J Cortes and Corporación Habanos continue to dominate the market

#### PROSPECTS AND OPPORTUNITIES

Fine-cut tobacco players will adapt their strategies in face of changing consumer behaviour, while widespread availability of illegal tobacco will have negative impact on sales

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