

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

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## 2022 DEVELOPMENTS

Regulation/legislation push for e-vapour and heated tobacco products in Vietnam  
The supply of e-vapour and heated tobacco products remain limited to personal imports  
Smokeless tobacco continues to register a negligible presence

## PROSPECTS AND OPPORTUNITIES

Vietnamese government will continue to focus on issuing legislations for e-vapour and heated tobacco products  
E-vapour and heated tobacco is projected to gain popularity among young smokers  
Smokeless tobacco will remain negligible over the forecast period

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## Tobacco in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Tobacco sees a boost to growth after the era of COVID-19 ends  
Digital stamps become mandatory for all tobacco products  
Domestic Vinataba maintains its leading place, with support from the government  
Retailing developments  
What next for tobacco?

### OPERATING ENVIRONMENT

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Minimum legal smoking age  
Smoking prevalence  
Health warnings  
Plain packaging  
Point-of-sale display bans  
Smoking in public places  
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