



Cigarettes in Vietnam

June 2024

Table of Contents

Cigarettes in Vietnam - Category analysis

KEY DATA FINDINGS

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

TAXATION AND PRICING

Taxation rates

Summary 1 - Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 2 - Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 1 - Sales of Cigarettes: Volume 2018-2023

Table 2 - Sales of Cigarettes by Category: Value 2018-2023

Table 3 - Sales of Cigarettes: % Volume Growth 2018-2023

Table 4 - Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 5 - Sales of Cigarettes by Blend: % Volume 2018-2023

Table 6 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 7 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 8 - Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 9 - Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 10 - NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 11 - LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 12 - Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 13 - Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 14 - Forecast Sales of Cigarettes: Volume 2023-2028

Table 15 - Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 16 - Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 17 - Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 18 - Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 19 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 20 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 21 - Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 22 - Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

Tobacco in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 3 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Health warnings

Plain packaging

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 23 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 24 - Sales of Tobacco by Category: Volume 2018-2023

Table 25 - Sales of Tobacco by Category: Value 2018-2023

Table 26 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 27 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 28 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 29 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 30 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 31 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 4 - Research Sources

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