



**Euromonitor  
International**

# Cigars, Cigarillos and Smoking Tobacco in Vietnam

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### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Faster retail volume growth in 2024 as cigars and pipe tobacco gain interest

Vinataba is the sole player in cigars

Tobacco specialists continue to dominate the distribution landscape

#### PROSPECTS AND OPPORTUNITIES

Strong growth for cigars amidst social and premium trends with robust demand for pipe tobacco

Habanos specialist stores to bring investments in cigars

The presence of cigarillos is set to grow, but retail volume sales are projected to remain negligible

#### CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024

Table 2 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024

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## Tobacco in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence  
Tar levels  
Health warnings  
Plain packaging  
Advertising and sponsorship  
Point-of-sale display bans  
Smoking in public places  
Low ignition propensity (LIP) cigarette regulation  
Flavoured tobacco product ban  
Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

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## MARKET DATA

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## SOURCES

Summary 2 - Research Sources

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