



Euromonitor
International

Tobacco in Laos

June 2025

Table of Contents

EXECUTIVE SUMMARY

- Tobacco in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for tobacco?

MARKET BACKGROUND

- Legislation

TAXATION AND DUTY LEVIES

MARKET DATA

- Table 1 - Sales of Tobacco by Category: Volume 2019-2024
- Table 2 - Sales of Tobacco by Category: Value 2019-2024
- Table 3 - Sales of Tobacco by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Tobacco by Category: % Value Growth 2019-2024
- Table 5 - Forecast Sales of Tobacco by Category: Volume 2024-2029
- Table 6 - Forecast Sales of Tobacco by Category: Value 2024-2029
- Table 7 - Forecast Sales of Tobacco by Category: Value 2024-2029
- Table 8 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029
- Table 9 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

CIGARETTES

- Key Data Findings
- 2024 Developments
- Demand remains resilient despite economic strain
- Lao Tobacco Co Ltd retains the outright lead
- Expansion of modern grocery retailers supports the distribution of cigarettes, while small local grocers retains the outright lead

PROSPECTS AND OPPORTUNITIES

- Stable forecast period performance of cigarettes in Laos thanks to wide availability and affordability
- Government set to further reduce smoking-related illnesses and death by discouraging consumption through packaging legislation updates
- Illicit trade continues over the forecast period and often through small local grocers
- Category Data

- Table 10 - Sales of Cigarettes: Volume 2019-2024
- Table 11 - Sales of Cigarettes by Category: Value 2019-2024
- Table 12 - Sales of Cigarettes: % Volume Growth 2019-2024
- Table 13 - Sales of Cigarettes by Category: % Value Growth 2019-2024
- Table 14 - NBO Company Shares of Cigarettes: % Volume 2020-2024
- Table 15 - LBN Brand Shares of Cigarettes: % Volume 2021-2024
- Table 16 - Sales of Cigarettes by Distribution Format: % Volume 2019-2024
- Table 17 - Forecast Sales of Cigarettes: Volume 2024-2029
- Table 18 - Forecast Sales of Cigarettes by Category: Value 2024-2029
- Table 19 - Forecast Sales of Cigarettes: % Volume Growth 2024-2029
- Table 20 - Forecast Sales of Cigarettes by Category: % Value Growth 2024-2029

CIGARS, CIGARILLOS AND SMOKING TOBACCO

- Key Data Findings
- 2024 Developments

Rising disposable incomes contribute to the growth of cigars and cigarillos
Niche nature of cigars and cigarillos supports future potential growth
Distribution of cigars and cigarillos reliant on food/drink/tobacco specialists

PROSPECTS AND OPPORTUNITIES

Growing presence of hospitality venues contributes to sales growth of cigars and cigarillos
No development of smoking tobacco likely over the forecast period
Slowdown in growth as smoking becomes less socially acceptable and public smoking bans are better enforced

Category Data

- Table 21 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
- Table 22 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2019-2024
- Table 23 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024
- Table 24 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2019-2024
- Table 25 - NBO Company Shares of Cigars and Cigarillos: % Volume 2020-2024
- Table 26 - LBN Brand Shares of Cigars and Cigarillos: % Volume 2021-2024
- Table 27 - NBO Company Shares of Smoking Tobacco: % Volume 2020-2024
- Table 28 - LBN Brand Shares of Smoking Tobacco: % Volume 2021-2024
- Table 29 - Distribution of Cigars and Cigarillos by Format: % Volume 2019-2024
- Table 30 - Distribution of Smoking Tobacco by Format: % Volume 2019-2024
- Table 31 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2024-2029
- Table 32 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2024-2029
- Table 33 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2024-2029
- Table 34 - Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2024-2029

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO

2024 Developments
Betel quids remain a part of the culture in Laos
Weak enforcement of regulations around cigarette alternatives in Laos
The government is working with multiple stakeholders to enforce regulations on sales channels

PROSPECTS AND OPPORTUNITIES

Growing popularity of e-vapour products, despite being illegal
Government tightens regulations and applies greater enforcement
High unit prices of e-vapour products dampens demand

Category Data

- Table 35 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024
- Table 36 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024
- Table 37 - NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024
- Table 38 - LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024
- Table 39 - Distribution of Smokeless Tobacco by Format: % Volume 2019-2024
- Table 40 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029
- Table 41 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tobacco-in-laos/report.