



Cigars, Cigarillos and Smoking Tobacco in Thailand

June 2025

Cigars, Cigarillos and Smoking Tobacco in Thailand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigars and cigarillos takes a hit due to heavy reliance on tourism

Consumers are still sensitive to pricing

Specialist stores remain key distribution channel given the category's niche and premium status

PROSPECTS AND OPPORTUNITIES

Recovery of cigars and cigarillos depends on the expected rebound of inbound tourism

Cigars to continue to be seen as a luxury product

Fine cut tobacco becomes a cheaper alternative to consumers suffering from increasing cigarette prices

CATEGORY DATA

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Tobacco in Thailand - Industry Overview

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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
Health warnings
Plain packaging
Point-of-sale display bans
Smoking in public places
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DISCLAIMER

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