



Euromonitor
International

Tobacco in Cambodia

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CIGARETTES

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 - Volume sales of cigarettes rise in 2024 as the government clamps down on illegal trade and tourism continues to rebound
 - Japan Tobacco Internatinal maintains its lead thanks to the strength of lower-priced variants of its Mevius brand
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CIGARS, CIGARILLOS AND SMOKING TOBACCO

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Scandinavian Tobacco Group A/S leads with its popular Café Crème brand

Hospitality (on trade) remains the leading channel for premium brands, while small local grocers and supermarkets stock more accessibly priced brands

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Decline seen in smokeless tobacco, while e-vapour products grow in popularity, despite government ban

Rural practices favour wet markets for smoking tobacco, while retail e-commerce and online marketing provide an avenue for banned e-vapour and heated tobacco products

Prospects and Opportunities

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