



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in Vietnam

June 2025

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

Table 3 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2019-2024

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Table 11 - NBO Company Shares of Cigarillos: % Volume 2020-2024

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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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DISCLAIMER

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