



Euromonitor  
International

# Cigarettes in Thailand

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising prices and availability of cigarette alternatives create challenges for legal cigarettes
- Tobacco Authority of Thailand focuses on economy brands to appeal to price-sensitive consumers
- Small local grocers continue to focus on price-sensitive consumers seeking flexible and affordable purchase options

PROSPECTS AND OPPORTUNITIES

- Cigarettes compete with alternative products despite ban
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