



Cigarettes in Thailand

June 2024

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Cigarettes in Thailand - Category analysis

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2023 DEVELOPMENTS

Excise tax increases and illicit cigarette trade have negative impact on volumes
Growing health concerns and tighter restrictions deter consumers from lighting up
Smaller bands drive innovation amid challenging competitive landscape

PROSPECTS AND OPPORTUNITIES

Illegal trade poses continued threat, as smoking legal cigarettes becomes prohibitively expensive
Movement towards smoke-free society will result in fewer new smokers
Possible tax on e-cigarettes, combined with recovery of tourism industry could have positive effect on demand

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