

# Tobacco in Cambodia

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## DISCLAIMER

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# CIGARS, CIGARILLOS AND SMOKING TOBACCO

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Sales growth of cigars and cigarillos although this category remains highly niche, with little demand for smoking tobacco

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 Prospects and Opportunities

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

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