

# Cigarettes in Taiwan

June 2024

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## Cigarettes in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Faster decline in cigarette volume sales  
Travel recovery boosts duty free cigarette sales  
Higher cigarette prices to prompt shift in smoking behaviour

#### PROSPECTS AND OPPORTUNITIES

New law expands non-smoking areas to include bars, nightclubs and cigar lounges  
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