



Euromonitor  
International

# Cigarettes in Thailand

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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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