

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Vietnam

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2022 DEVELOPMENTS

Regulation/legislation push for e-vapour and heated tobacco products in Vietnam
The supply of e-vapour and heated tobacco products remain limited to personal imports
Smokeless tobacco continues to register a negligible presence

PROSPECTS AND OPPORTUNITIES

Vietnamese government will continue to focus on issuing legislations for e-vapour and heated tobacco products
E-vapour and heated tobacco is projected to gain popularity among young smokers
Smokeless tobacco will remain negligible over the forecast period

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Tobacco in Vietnam - Industry Overview

EXECUTIVE SUMMARY

Tobacco sees a boost to growth after the era of COVID-19 ends
Digital stamps become mandatory for all tobacco products
Domestic Vinataba maintains its leading place, with support from the government
Retailing developments
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Minimum legal smoking age
Smoking prevalence
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