



Euromonitor
International

Tobacco in Thailand

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Cigarettes in Thailand

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- Tobacco Authority of Thailand focuses on economy brands to appeal to price-sensitive consumers
- Small local grocers continue to focus on price-sensitive consumers seeking flexible and affordable purchase options

PROSPECTS AND OPPORTUNITIES

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- Cigars and cigarillos takes a hit due to heavy reliance on tourism
- Consumers are still sensitive to pricing
- Specialist stores remain key distribution channel given the category’s niche and premium status

PROSPECTS AND OPPORTUNITIES

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