



**Euromonitor
International**

Cigars, Cigarillos and Smoking Tobacco in Thailand

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

Recovery of cigars and cigarillos depends on the expected rebound of inbound tourism

Cigars to continue to be seen as a luxury product

Fine cut tobacco becomes a cheaper alternative to consumers suffering from increasing cigarette prices

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Tobacco in Thailand - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence
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Smoking in public places
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DISCLAIMER

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