

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

Market Direction | 2022-06-30 | 28 pages | Euromonitor

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Report description:

Heated tobacco products (tobacco heating devices and heated tobacco) continued to record robust retail volume and value growth rates in 2021, mainly due to being novelty products. Furthermore, heated tobacco has shown the potential to become an important "less harmful" alternative to other tobacco products and a major category in tobacco in the country. However, new tobacco legislation and a shift to heated tobacco by manufacturers are driving this trend more than any strong change in consumer p...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated Tobacco market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Euromonitor International
June 2022

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SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN CROATIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Perceived as a healthier alternative to cigarettes, heated tobacco products continue to perform well in 2021

E-vapour products sees fast but slower growth in 2021 as legislation, a fast-emerging alternative and health concerns weaken its appeal

Philip Morris invests in product range to retain lead in heated tobacco products

PROSPECTS AND OPPORTUNITIES

E-vapour and heated tobacco products set to see robust growth during the forecast period, thanks to perception of being less harmful and antisocial

E-liquids unlikely to remain untaxed in the longer-term, potentially slowing down sales growth

Chewing tobacco is not popular in Croatia, limiting potential of nicotine pouches in future

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