

## **Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Japan**

Market Direction | 2022-06-29 | 27 pages | Euromonitor

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### **Report description:**

As most of 2021 was affected by COVID-19, sales of heated tobacco continued to rise due to the home seclusion trend, as some smokers shifted from cigarettes to heated tobacco to smoke at home. Being smokeless, heated tobacco is favoured by those who want to avoid smoke contaminating their homes. The lack of tobacco odour also prompted some consumers to choose heated tobacco out of consideration for their family and neighbours, particularly those in small urban dwellings. The less harmful image o...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Japan 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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