

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

Market Direction | 2022-07-08 | 25 pages | Euromonitor

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### **Report description:**

Smokeless tobacco, e-vapour products and heated tobacco continued to witness strong value growth in Portugal in 2021, mainly due to the ongoing strong growth of heated tobacco and exponential growth of closed vaping systems. It is not definite that Portuguese consumers have become more concerned about tobacco use as a direct consequence of COVID-19 but rather through smokeless products becoming more fashionable than cigarettes. The declining prices of some products was also a strong incentive fo...

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
July 2022

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#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Strong value growth is a result of significant company investment rather than the impact of COVID-19

Tabaqueira increases the popularity of Iqos by lowering its unit price and opening new IQOS stores

E-vapour products remains small as it cannot compete with heated tobacco

#### **PROSPECTS AND OPPORTUNITIES**

Smoke free alternatives set for higher demand from consumers and greater investment from players

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Open systems will take time to recover but will enjoy several positive influences

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