

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

Market Direction | 2022-07-14 | 28 pages | Euromonitor

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Report description:

In September 2021, Imperial Tobacco Hellas entered heated tobacco products with the launch of Pulze & ID. Pulze, a new tobacco heating device, sold via newsagent-tobacconists/kiosks at EUR29.00 for the device and three packs of ID heated tobacco. ID is available in different versions: Rich Bronze with a triple flow filter; Balance Blue; Capsule Polar with an incorporated menthol capsule; and Ice, a menthol flavour stick. The Pulze device does not require a separate charger, which offers more con...

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

July 2022

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Imperial Tobacco Hellas grows importance through Myblu in closed vaping systems and the introduction of Pulze and ID in heated tobacco products

Papastratos Cigarette Mfg expands heated tobacco products portfolio with the launch of Philip Morris International's lil SOLID and Fiit

British American Tobacco Hellas boosts its performance with rebranding in e-vapour products and a competitive offer in dynamic heated tobacco

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