

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in South Africa

Market Direction | 2022-07-14 | 31 pages | Euromonitor

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Report description:

Heated tobacco products continued to perform well in 2021, with major players such as Philip Morris South Africa (Pty) Ltd British American Tobacco (South Africa) Ltd both registering significant growth for their tobacco heating devices Iqos and Glo, respectively. Much of this growth was the result of consumer preference changes, with increasing numbers of South Africans searching for new products that are perceived as "less harmful" than traditional cigarettes. This positioned heated tobacco pr...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in South Africa 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 reliable information resources to help drive informed strategic planning.

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