

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

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Report description:

This category is dominated by loose US-style moist snuff. Moist snuff has long been popular among local consumers as an alternative to cigarettes. However, most snuff sold in Nigeria is unbranded. The competitive landscape remains dominated by two brands - Radford Snuff and Erinmore. Although there are many other brands, their distribution tends to be quite limited. The leading brands are also often imported in large bags, before being repackaged by distributors and sold on to small retailers.

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Nigeria 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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Very limited range of flavours, with menthol dominant

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