

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

Market Direction | 2022-07-22 | 22 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

In November 2021, the global tobacco giant Philip Morris International Inc entered heated tobacco and heating devices with its Iqos 3 Duo and HEETS brands (under Regie Nationale des Tabacs et des Allumettes (RNTA) in the territory), taking a complete monopoly. However, demand for these new products remains low for several reasons, including the fact that the heating device, Iqos, is only sold in hypermarkets, the heated tobacco, HEETS, has limited availability overall, and there is no advertisin...

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

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

Euromonitor International

July 2022

List Of Contents And Tables

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN TUNISIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Philip Morris' Iqos and HEETS heated tobacco brands enter Tunisia, although demand and availability remain limited

The Tunisian authorities continue their fight against e-vapour products

Moist snuff faces challenges due to a decline in locally-farmed plants caused by a lack of rain

PROSPECTS AND OPPORTUNITIES

Heated tobacco sees PR of a kind through television shows, but is expected to remain niche

New legislations in e-vapour devices coming into force to tackle illicit trade

US-style moist snuff set to maintain ongoing sales, providing the local weather conditions are correct for farming the plants

CATEGORY INDICATORS

Table 1 Number of Adult Vapers 2016-2021

CATEGORY DATA

Table 2 Sales of Smokeless Tobacco by Category: Volume 2016-2021

Table 3 Sales of Smokeless Tobacco by Category: % Volume Growth 2016-2021

Table 4 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 5 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 6 NBO Company Shares of Smokeless Tobacco: % Volume 2017-2021

Table 7 LBN Brand Shares of Smokeless Tobacco: % Volume 2018-2021

Table 8 NBO Company Shares of E-Vapour Products: % Value 2017-2021

Table 9 LBN Brand Shares of E-Vapour Products: % Value 2018-2021

Table 10 □Distribution of Smokeless Tobacco by Format: % Volume 2016-2021

Table 11 □Distribution of E-Vapour Products by Format: % Value 2016-2021

Table 12 □Forecast Sales of Smokeless Tobacco by Category: Volume 2021-2026

Table 13 □Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2021-2026

Table 14 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 15 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

TOBACCO IN TUNISIA

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 16 Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 17 Sales of Tobacco by Category: Volume 2016-2021

Table 18 Sales of Tobacco by Category: Value 2016-2021

Table 19 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 20 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 21 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 22 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 23 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 24 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Market Direction | 2022-07-22 | 22 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com