

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

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Report description:

Vaping is an increasing trend in Pakistan. Value sales of e-vapour products grew at continuing double-digit rates over the review period to become the biggest category within overall smokeless tobacco, e-vapour products and heated tobacco. E-vapour products largely appeal to urban residents and consumers who are looking for a way to reduce their consumption of cigarettes or as an aid to quitting altogether. E-vapour products are also increasingly seen as more socially acceptable as they do not p...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Pakistan 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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E-vapour products rise in prevalence as consumers move to more modern smoking systems

Youth and teenagers in particular are attracted to vaping

Unconsolidated market of e-vapour products continues to show signs of leadership

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Further value growth expected with widening availability and the perception that these products are less harmful

Possible introduction of legislation against vapour products may dampen growth

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