

## **Smokeless Tobacco, E-Vapour Products and Heated Tobacco in India**

Market Direction | 2022-08-01 | 23 pages | Euromonitor

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### **Report description:**

In April 2020, the Indian Council of Medical Research (ICMR) passed a circular requesting that people stop consuming smokeless tobacco products and spitting in public spaces. To further discourage people from this habit, in its directive for COVID-19 management, the Indian government highlighted that spitting in public spaces was a punishable offence, and the guilty would be fined, as spitting in public could contribute to the spread of COVID-19. Furthermore, state governments had additional pow...

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

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#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

As restrictions around the use of chewing tobacco and spitting loosen, the category rebounds in 2021

The Indian government has banned e-vapour products since 2019

The ban on Electronic Nicotine Delivery Systems (ENDS) spells the end for heated tobacco products in India

#### PROSPECTS AND OPPORTUNITIES

The stance by the Indian government means e-vapour products and heated tobacco products will not be sold in India, in the short term at least

Smokeless tobacco expected to face friction in the wake of strict regulatory norms

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