

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

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Report description:

Smokeless tobacco, e-vapour products and heated tobacco registered positive sales growth in 2022, with the very strong growth registered in heated tobacco a particular highlight. The strong performance of heated tobacco was essentially the result of the tandem success of the IQOS and HEETS brands by Philip Morris. Heated tobacco has a good reputation among the Austrian population and it is widely recognised as a potentially less harmful alternative to cigarettes. This reduced harm positioning h...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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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The range of products on offer in disposable e-cigarettes expands rapidly

Philipp Morris likely to remain the only player in heated tobacco

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