

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

Market Direction | 2023-06-20 | 30 pages | Euromonitor

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Report description:

A substantial proportion of smokers have experimented with heated tobacco products since their introduction, and the user base is expanding, particularly in urban areas, office districts, and other locales frequented by smokers for brief respites. Unlike cigarettes, the marketing and promotion of these products is subject to fewer regulations, with branded packaging, appealing product assortments, and an attractive in-store display. Additionally, heating device manufacturers are permitted to mai...

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

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June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

The rapid growth of heated tobacco is driven by new product variants

Elf-bar and similar single-use vaping products become banned

Alternative, nicotine-free products compatible with heating devices hit the market

PROSPECTS AND OPPORTUNITIES

Strong growth over the short term, but overall uncertainty for the forecast period

Chewing tobacco or tobacco-free pouches remain niche segments

Consumers are willing to switch to new methods of smoking alternatives

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