

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

Market Direction | 2023-06-20 | 27 pages | Euromonitor

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### **Report description:**

British American Tobacco (South Africa) Ltd and Philip Morris South Africa (Pty) Ltd are among the companies pioneering e-vapour and heated tobacco products in the South African tobacco market. Philip Morris South Africa is targeting a 50:50% sales share split between cigarettes and electronic devices by 2025, driven by its Iqos device, while British American Tobacco's Vuse is now expected to reach profitability earlier than expected in 2024. This signals increasingly strong competition for trad...

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

June 2023

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#### 2022 DEVELOPMENTS

British American Tobacco and Philip Morris leading the charge in next-generation products

Strong growth for e-vapour products offering flavour diversity in an unregulated area of the market

Tax-free e-liquids grow as cessation programmes gain popularity

#### PROSPECTS AND OPPORTUNITIES

Next-generation product sales could be impacted by stricter control measures

Manufacturers to experience first tax hikes, likely resulting in price increases

As price-sensitive younger consumers weigh the benefits of disposables they are boosting demand for these products

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