

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

Market Direction | 2023-07-11 | 26 pages | Euromonitor

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Report description:

The market for reduced risk products (RRPs), including e-cigarettes, heat-not-burn tobacco products (heated tobacco products) and vaping products was populated with imports at the end of the review period. With the rise in import taxes, the category is set to witness a slowdown in demand growth. Nonetheless, the adoption rates of new users are set to rise, although low quality and replica e-vapour products can pose health issues for users. As the prices for imported products rise, users are seek...

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 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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July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Lack of local production sees imports prevail

Chewing tobacco sales decline in retail volume terms while Velo continues to gain traction amongst young adults

Growing penetration of e-vapour products with heated tobacco products slower to emerge

PROSPECTS AND OPPORTUNITIES

Velo is expected to develop and grow via flavour innovations, affordable pricing and the demand from modern young adults

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TOBACCO IN PAKISTAN

EXECUTIVE SUMMARY

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Tobacco in 2022: The big picture

2022 key trends

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What next for tobacco?

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