

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

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Report description:

The Indian government took measures to prohibit direct and indirect advertising of tobacco products, including smokeless tobacco, following its ratification of the World Health Organisation (WHO) Framework Convention on Tobacco Control (FCTC) and the implementation of national tobacco control policies in the first decade of this century. Despite these efforts, smokeless tobacco brands have found ways to circumvent the policies through brand extension, also known as brand stretching, which is a s...

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 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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KEY DATA FINDINGS

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Brand extension and an unorganised market drive the growth of smokeless tobacco in India

In 2019, the Indian government implemented a ban on e-vapour products to prevent the category from becoming mainstream

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

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TOBACCO IN INDIA

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Foreign direct investment remains banned and domestic manufacturers continue to dominate

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Legislative overview

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Smoking prevalence

Health warnings

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