

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

Market Direction | 2023-08-09 | 23 pages | Euromonitor

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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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

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

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List Of Contents And Tables

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN INDIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

E-vapour products and heated tobacco are expected to be banned during the forecast period

Illicit products continue to remain an issue for the category

CATEGORY INDICATORS

Table 1 Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 2 Sales of Smokeless Tobacco by Category: Volume 2017-2022

Table 3 Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022

Table 4 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 5 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 6 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 7 NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022

Table 8 LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022

Table 9 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 10 □LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 11 □Distribution of Smokeless Tobacco by Format: % Volume 2017-2022

Table 12 □Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 13 □Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027

Table 14 □Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027

Table 15 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 16 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

TOBACCO IN INDIA

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

Tax stability aids the growth of tobacco, but illicit trade remains a big challenge for the industry

Foreign direct investment remains banned and domestic manufacturers continue to dominate

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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## Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 17 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 18 Sales of Tobacco by Category: Volume 2017-2022

Table 19 Sales of Tobacco by Category: Value 2017-2022

Table 20 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 21 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 22 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 23 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 24 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 25 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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