

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

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Report description:

Smokeless tobacco, e-vapour products and heated tobacco in Estonia performed well in retail volume sales terms in 2023. E-vapour products and heated tobacco are emerging as the major competitors to regular combustible cigarettes. These product types benefit from a perception of being "less harmful to health" alternatives to regular cigarettes. This has seen growing interest in e-vapour products and latterly heated tobacco products among especially young adult of legal smoking age in Estonia duri...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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 2024

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2023 DEVELOPMENTS

E-vapour products and heated tobacco products emerge as major alternatives to regular cigarettes

Convenience of consumption and flavours propel closed system single use in Estonia

Heated tobacco develops in Estonia but at a slower pace than in neighbouring markets

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