

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

Market Direction | 2024-06-06 | 24 pages | Euromonitor

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### **Report description:**

Heated tobacco products are still relatively new to the market with Philip Morris behind the arrival and expansion of the category in Mexico. Heated tobacco products are attracting interest due to the reduced harm claims compared to conventional cigarettes and the fact that these products do not produce second-hand smoke. Heated tobacco products are still seen as a novelty having only been present in Mexico since 2021 within the proper legislative framework. The main challenge for the category w...

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

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##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Heated tobacco successfully finding its audience

Lack of regulation helps support the rise of 'smoke shops' in Mexico

E-vapour products continue to attract new users

##### PROSPECTS AND OPPORTUNITIES

Growing pressure to regulate the sale of e-vapour products while sales of heated tobacco products likely to be constrained by high prices

Sustainability concerns likely to influence market demand

Education campaigns likely to be used to curb smoking prevalence among users of e-vapour products

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### Summary 2 Research Sources

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