

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

Market Direction | 2024-06-07 | 34 pages | Euromonitor

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### **Report description:**

E-vapour products saw value growth in Spain in 2023. Meanwhile, heated tobacco saw a marked rise in volume sales, while smokeless tobacco volumes fell. While traditional tobacco smoking declines, the prevalence of e-cigarettes, vaping devices and other non-traditional nicotine products continues to increase. Over the past few years, there has been a shift from cigarette smoking towards e-vapour products and heated tobacco. This shift can be attributed to multiple factors including the health and...

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

Smokeless tobacco, e-vapour products and heated tobacco benefit from a general shift in behaviour amongst traditional tobacco smokers

Strong growth for closed system single use products

Heated tobacco continues to show a positive performance

#### PROSPECTS AND OPPORTUNITIES

Increased measures and regulations could pose challenges to expansion

The future of nicotine pouches remains uncertain

Concerns around climate change and the appeal to underage and young adults could lead to further measures and a potential ban against closed system single use e-vapour products

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