

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

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Report description:

High inflation has hindered the development of e-vapour products in Nigeria, due to the strong depreciation of the local currency relative to the US dollar in 2023. Unit prices have increased over 50%, leading to strong growth in current value sales, but a sizeable decline in retail volume terms. The high price and weak economy curbed demand for what is considered a less essential and niche luxury for most consumers. As a result of the difficulties in sourcing foreign currency for imports and th...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Nigeria 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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Smokeless tobacco also sees decline but performs better than e-vapour products

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