

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

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Report description:

Heated tobacco products continued to see outstanding growth in retail volume terms in 2023 with the category becoming among the most popular smoking alternatives to combustion tobacco. Tabaqueira SA - Empresa Industrial de Tabacos SA (GBO Philip Morris International) remains the absolute leader in the category, benefiting from its strong investment in the development of heated tobacco products, new innovations and widespread visibility. Positioned as being reduced risk compared to traditional co...

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

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Heated tobacco and closed system single use products growing in popularity

JTI enters heated tobacco products with Ploom X as competition grows

Closed system single use exponential growth

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Flavour ban and rising excise present new obstacles to growth but the future remains bright for heated tobacco

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