

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

Market Direction | 2024-06-11 | 27 pages | Euromonitor

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### **Report description:**

Retail volume sales of smokeless tobacco, e-vapour products and heated tobacco plummeted in 2023, following the total ban of e-vapour products in Taiwan. However, heated tobacco products made strong progress from a low base. E-vapour products had made a strong rebound in 2022 following the negative impact of the COVID-19 pandemic when supply issues were common leading to shortages and price rises. E-vapour products appealed to consumers as they are easy to carry around and encouraged smokers awa...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Taiwan 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
June 2024

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**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Substantial decline following ban on e-vapour products  
Heated tobacco product face limitations from new regulations  
Quasi-tobacco products including e-vapour products are banned in long term

**PROSPECTS AND OPPORTUNITIES**

Heated tobacco is expected to expand  
Illicit e-vapour products may emerge  
Flavoured heated tobacco is likely to expand

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