

**Top Five Trends in Nicotine**

Global Strategy | 2025-01-22 | 36 pages | Euromonitor

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**Report description:**

This report highlights key trends in the nicotine industry. As global tobacco use declines, consumers are shifting towards affordable alternatives like heated tobacco products and e-vapour. While cigarettes remain popular, many are exploring dual usage for convenience and harm reduction. The industry faces regulatory challenges that impact growth, pushing participants to seek non-tobacco alternatives and new stimulants.

Euromonitor International's Top Five Trends in Nicotine global briefing offers an insight into the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

Product coverage: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

**Why buy this report?**

- \* Get a detailed picture of the 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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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.

## **Table of Contents:**

Introduction

Decreasing prevalence and visibility of the industry

Consumption polarisation and consumer sensitivities

Expanding landscape of nicotine consumption

Regulatory pressures and advancements

Beyond nicotine and the next stimulants

Conclusion

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