

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

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Abstracts

While e-vapour products in Australia have come under growing regulatory scrutiny and increasing restrictions, the number of local consumers vaping continues to grow, with the number of regular vapers increasing by a CAGR of 3% over the review period, while the Department of Health and Aged Care (DoHAC) estimates that the number of people who have tried e-vapour products has increased by 30% in 2023 and by 535% over the review period.

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Australia 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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June 2024

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