

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Japan

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## Abstracts

In 2022, heated tobacco continued to grow strongly despite a tax increase in October 2022. Heated tobacco had been classified as pipe tobacco for the tax category, and the tax had been determined by converting 1g of product weight into one stick of cigarette. However, because heated tobacco is relatively light in weight, this resulted in a lower tax ratio within the overall price. Therefore, tax reformation was conducted by establishing a new tax category for heated tobacco, and revising the tax...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Japan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, 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 2027 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.

## Contents

### SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN JAPAN

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Heated tobacco continues to record strong growth despite a tax increase

E-vapour products are positioned as a low-risk and economical option

Swedish-style snus players improve portability and affordability to attract new consumers

#### PROSPECTS AND OPPORTUNITIES

Society is becoming sensitive to tobacco odour, which is a tailwind for heated tobacco

E-vapour products will remain a niche, but CBD-containing liquids likely to increase their presence with law amendments

Swedish-style snus has the potential to be an alternative option due to difficulty finding smoking areas

#### CATEGORY INDICATORS

Table 1 Number of Adult Vapers 2017-2022

#### CATEGORY DATA

Table 2 Sales of Smokeless Tobacco by Category: Volume 2017-2022

Table 3 Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022

Table 4 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 5 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 6 Sales of Heated Tobacco: Volume 2017-2022

Table 7 Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 8 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 9 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 10 NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022

Table 11 LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022

Table 12 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 13 LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 14 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 15 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 16 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 17 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 18 Distribution of Smokeless Tobacco by Format: % Volume 2017-2022

Table 19 Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 20 Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027

Table 21 Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027

Table 22 Forecast Sales of Tobacco Heating Devices: Volume 2022-2027

Table 23 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 24 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 25 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 26 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

## TOBACCO IN JAPAN

### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Point-of-sale display bans

Flavoured tobacco product ban

Vapour products

### PRODUCTION/IMPORTS/EXPORTS

### MARKET INDICATORS

Table 27 Number of Adult Smokers by Gender 2017-2022

### MARKET DATA

Table 28 Sales of Tobacco by Category: Volume 2017-2022

Table 29 Sales of Tobacco by Category: Value 2017-2022

Table 30 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 31 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 32 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 33 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 34 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 35 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 Research Sources

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