

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

<https://marketpublishers.com/r/SC04126E026EEN.html>

Date: June 2023

Pages: 23

Price: US\$ 990.00 (Single User License)

ID: SC04126E026EEN

## Abstracts

For e-vapour products, there was a significant increase in constant value sales, with sales increasing by a fifth. In particular, closed single-use vaping systems registered huge growth. Their popularity is growing due to ease of use and a wide array of flavours. There is also a new local competitor. TOO Trade Incorp launched the ENRG brand, which are produced in China, and has offerings with 900 and 2,500 puffs. The brand aims to target both Kazakhstan and other neighbouring markets. That bein...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Kazakhstan 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 KAZAKHSTAN

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

E-vapour products register huge growth

Heated tobacco products continues to achieve growth

Illicit sales of e-vapour products a significant challenge

#### PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Future uncertain, with ban being discussed

Sevenfold increase in excise duty for e-liquids in 2023

#### CATEGORY INDICATORS

Table 1 Number of Adult Vapers 2017-2022

#### CATEGORY DATA

Table 2 Sales of Tobacco Heating Devices: Volume 2017-2022

Table 3 Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 4 Sales of Heated Tobacco: Volume 2017-2022

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

Table 6 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 7 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 8 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 9 NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 10 LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 11 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 12 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 13 NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 14 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 15 Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 16 Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 17 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 18 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 19 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

### TOBACCO IN KAZAKHSTAN

## 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

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

## PRODUCTION/IMPORTS/EXPORTS

## MARKET INDICATORS

Table 20 Number of Adult Smokers by Gender 2017-2022

## MARKET DATA

Table 21 Sales of Tobacco by Category: Volume 2017-2022

Table 22 Sales of Tobacco by Category: Value 2017-2022

Table 23 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 24 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 25 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 26 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 27 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 28 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

## DISCLAIMER

## SOURCES

Summary 2 Research Sources

## I would like to order

Product name: Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Kazakhstan

Product link: <https://marketpublishers.com/r/SC04126E026EEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/SC04126E026EEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970