

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

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## Abstracts

Overall demand for smokeless tobacco, e-vapour and heated tobacco products declined in Nigeria in 2022. The downturn was mainly explained by rapidly rising prices and the erosion of purchasing power among consumers as inflation soared due to the global recovery from COVID-19, the fallout of Russia's invasion of Ukraine and the depreciation of the naira. Unfavourable foreign exchange rates were a key driver of price hikes, as these categories are entirely populated by imported products. However,...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Nigeria 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.

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