

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

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Abstracts

The heated tobacco category is experiencing dynamic value growth as smokers are attracted by the promise of lower health risks compared to traditional cigarettes. It holds strong appeal among younger generations of legal smoking age, who are drawn to both heated tobacco and e-vapour products. One of the big factors in heated tobacco is flavour, as it has been banned in traditional cigarettes since 2020 and it can offer consumers a variety of tastes. Another competitive advantage is the lower pri...

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