

# New Tobacco Product(NTP) Market, Global Outlook and Forecast 2022-2028

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## Abstracts

New Tobacco Product (NTP) is an emerging strategic Product in tobacco industry, conforming to the trend of personalized, diversified and quality consumption upgrading, including e-cigarettes, heated non-combustion products and smoke-free tobacco products, etc.

This report contains market size and forecasts of New Tobacco Product(NTP) in global, including the following market information:

Global New Tobacco Product(NTP) Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global New Tobacco Product(NTP) Market Sales, 2017-2022, 2023-2028, (K Units)

Global top five New Tobacco Product(NTP) companies in 2021 (%)

The global New Tobacco Product(NTP) market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period 2022-2028.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

E-cigarettes Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of New Tobacco Product(NTP) include Altria Group, JTI, Philip Morris International, KT&G Corp., British American Tobacco, Imperial Tobacco,

Reynolds American, VMR Product and Njoy, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the New Tobacco Product(NTP) manufacturers, suppliers, distributors and industry experts on this industry, involving the sales, revenue, demand, price change, product type, recent development and plan, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global New Tobacco Product(NTP) Market, by Type, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global New Tobacco Product(NTP) Market Segment Percentages, by Type, 2021 (%)

E-cigarettes

Heat Not Burning

Others

Global New Tobacco Product(NTP) Market, by Application, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global New Tobacco Product(NTP) Market Segment Percentages, by Application, 2021 (%)

Online

Offline

Global New Tobacco Product(NTP) Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global New Tobacco Product(NTP) Market Segment Percentages, By Region and Country, 2021 (%)

## North America

US

Canada

Mexico

## Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

## Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

## South America

Brazil

Argentina

Rest of South America

## Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

## Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies New Tobacco Product(NTP) revenues in global market, 2017-2022 (Estimated), (\$ millions)

Key companies New Tobacco Product(NTP) revenues share in global market, 2021 (%)

Key companies New Tobacco Product(NTP) sales in global market, 2017-2022 (Estimated), (K Units)

Key companies New Tobacco Product(NTP) sales share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Altria Group

JTI

Philip Morris International

KT&G Corp.

British American Tobacco

Imperial Tobacco

Reynolds American

VMR Product

Njoy

Vaporcorp

Truvape

SHENZHEN SMOORE

Shenzhen Yukan Technology

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