

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

July 2023

Table of Contents

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Ireland - Category analysis

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

Closed system single use vapes continue to attract attention among Irish smokers

Success of closed system single use products alerts Irish regulators

Nicotine pouches fail to catch consumers' attention

## PROSPECTS AND OPPORTUNITIES

Tobacco bill threatens e-vapour sales prospects

Disposable vapes will suffer from a negative environmental profile

Heated tobacco and nicotine pouches unlikely to gain traction for the foreseeable future

## **CATEGORY INDICATORS**

Table 1 - Number of Adult Vapers 2017-2022

## **CATEGORY DATA**

- Table 2 Sales of Tobacco Free Oral Nicotine: Volume 2017-2022
- Table 3 Sales of Tobacco Free Oral Nicotine: % Volume Growth 2017-2022
- Table 4 Sales of Tobacco Free Oral Nicotine by Category: Value 2017-2022
- Table 5 Sales of Tobacco Free Oral Nicotine: % Value 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 Free Oral Nicotine: % Volume 2018-2022
- Table 12 LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2019-2022
- Table 13 Distribution of E-Vapour Products by Format: % Value 2017-2022
- Table 14 Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027
- Table 15 Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2022-2027
- Table 16 Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2022-2027
- Table 17 Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value 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 Ireland - Industry Overview

## **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

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

Flavoured tobacco product ban

## 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

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
  trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
  country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-ireland/report.