

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

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco increasingly popular in Portugal

New players and products intensify competition in heated tobacco

E-vapour products on the rise but growth is moderating

PROSPECTS AND OPPORTUNITIES

Heated tobacco expected to be the best performer over the coming years

Tabaqueira to maintain its lead

E-vapour products to grow at slower pace

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 Portugal - 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

Plain packaging

Point-of-sale display bans

Smoking in public places
Flavoured tobacco product ban
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

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-portugal/report.