

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

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Lack of local production sees imports prevail

Chewing tobacco sales decline in retail volume terms while Velo continues to gain traction amongst young adults

Growing penetration of e-vapour products with heated tobacco products slower to emerge

PROSPECTS AND OPPORTUNITIES

Velo is expected to develop and grow via flavour innovations, affordable pricing and the demand from modern young adults

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