

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

July 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco sales decline in 2022, but at relatively moderate rates
Consumers continue to switch from rechargeable to single-use vaping products
In spite of a decline in 2022, nicotine pouches offer potential

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New product launches show players' faith in the potential of heated tobacco
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Tobacco in Ukraine - Industry Overview

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Retailing developments
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Tar levels
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Plain packaging
Advertising and sponsorship
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