

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

June 2023

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

## **KEY DATA FINDINGS**

## 2022 DEVELOPMENTS

E-vapour products register huge growth
Heated tobacco products continues to achieve growth

Illicit sales of e-vapour products a significant challenge

## PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Future uncertain, with ban being discussed

Sevenfold increase in excise duty for e-liquids in 2023

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Competitive landscape

Retailing developments

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Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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