

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

August 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Brand extension and an unorganised market drive the growth of smokeless tobacco in India

In 2019, the Indian government implemented a ban on e-vapour products to prevent the category from becoming mainstream

The ban on Electronic Nicotine Delivery Systems (ENDS) spells the end for heated tobacco products in India

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E-vapour products and heated tobacco are expected to be banned during the forecast period

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Tobacco in India - Industry Overview

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Foreign direct investment remains banned and domestic manufacturers continue to dominate

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Smoking prevalence

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