

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

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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco continues to gain traction among young adults

Fragmented and competitive characterises e-vapour products landscape

Innovation, affordability and accessibility boost e-vapour products

PROSPECTS AND OPPORTUNITIES

New legislation is likely to impact the performance of e-vapour products in the forecast period

Significant new product development is anticipated in e-vapour products

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