

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

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

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Tobacco companies increasingly focus on new generation products

Disposables under the spotlight of development

Papastratos Cigarette strengthens its position with new generation releases

## PROSPECTS AND OPPORTUNITIES

Heated tobacco set to remain a key growth driver

Closed system single use to drive growth in e-vapour products

Tobacco flavours and lower-strength nicotine options to gain momentum

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