

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

June 2023

Table of Contents

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

# **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

One year after arrival, heated tobacco registers significant volume growth Tunisian authorities continue fight against e-vapour products Moderate volume growth for smokeless tobacco

# PROSPECTS AND OPPORTUNITIES

Moderate volume growth for heated tobacco over forecast period Expected crackdown on illicit trade of e-vapour products Lower volume growth for smokeless tobacco

#### CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2017-2022

#### CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2017-2022 Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022 Table 4 - Sales of Tobacco Heating Devices: Volume 2017-2022 Table 5 - Sales of Tobacco Heating Devices: % Volume Growth 2017-2022 Table 6 - Sales of Heated Tobacco: Volume 2017-2022 Table 7 - Sales of Heated Tobacco: % Volume Growth 2017-2022 Table 8 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022 Table 9 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022 Table 10 - NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022 Table 11 - LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022 Table 12 - NBO Company Shares of E-Vapour Products: % Value 2018-2022 Table 13 - LBN Brand Shares of E-Vapour Products: % Value 2019-2022 Table 14 - NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022 Table 15 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022 Table 16 - NBO Company Shares of Heated Tobacco: % Volume 2018-2022 Table 17 - LBN Brand Shares of Heated Tobacco: % Volume 2019-2022 Table 18 - Distribution of Smokeless Tobacco by Format: % Volume 2017-2022 Table 19 - Distribution of E-Vapour Products by Format: % Value 2017-2022 Table 20 - Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027 Table 21 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027 Table 22 - Forecast Sales of Heated Tobacco: Volume 2022-2027 Table 23 - Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027 Table 24 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027 Table 25 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

# Tobacco in Tunisia - Industry Overview

#### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture 2022 key trends Competitive landscape Retailing developments What next for tobacco?

# OPERATING ENVIRONMENT

Legislation

Summary 1 - Legislation Summary at a Glance 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 Vapour products

## PRODUCTION/IMPORTS/EXPORTS

#### MARKET INDICATORS

Table 26 - Number of Adult Smokers by Gender 2017-2022

#### MARKET DATA

Table 27 - Sales of Tobacco by Category: Volume 2017-2022Table 28 - Sales of Tobacco by Category: Value 2017-2022Table 29 - Sales of Tobacco by Category: % Volume Growth 2017-2022Table 30 - Sales of Tobacco by Category: % Value Growth 2017-2022Table 31 - Forecast Sales of Tobacco by Category: Volume 2022-2027Table 32 - Forecast Sales of Tobacco by Category: Value 2022-2027Table 33 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027Table 34 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

# DISCLAIMER

SOURCES

Summary 2 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-tunisia/report.