

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

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Legislation changes for heated tobacco contribute to price growth
Strong growth witnessed by heated tobacco as consumers migrate from cigarettes
The competitive landscape reshapes following the exit of British American Tobacco

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Local heated tobacco products will enter the landscape
New E-vapour products hit shelves, boosting sales across the coming years

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Smoking prevalence
Tar levels
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