

# Tobacco in Japan

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#### PROSPECTS AND OPPORTUNITIES

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Heated tobacco continues to record strong growth despite a tax increase E-vapour products are positioned as a low-risk and economical option Swedish-style snus players improve portability and affordability to attract new consumers

#### PROSPECTS AND OPPORTUNITIES

Society is becoming sensitive to tobacco odour, which is a tailwind for heated tobacco E-vapour products will remain a niche, but CBD-containing liquids likely to increase their presence with law amendments Swedish-style snus has the potential to be an alternative option due to difficulty finding smoking areas

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