

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

June 2023

Table of Contents

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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco benefits from the launch of iQOS lluma in 2022

E-vapour products seeing dynamic growth backed by investment by leading tobacco players

Closed system single use products growing in popularity

PROSPECTS AND OPPORTUNITIES

Heated tobacco looks set for a bright future backed by a sizeable investment from Philip Morris

Challenging times for e-vapour products future

E-vapour products expected to benefit from CBD use

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 Sales of E-Liquids by Nicotine Strength: % Value 2019-2022
- Table 11 NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022
- Table 12 LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022
- Table 13 NBO Company Shares of E-Vapour Products: % Value 2018-2022
- Table 14 LBN Brand Shares of E-Vapour Products: % Value 2019-2022
- Table 15 NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022
- Table 16 LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022
- Table 17 NBO Company Shares of Heated Tobacco: % Volume 2018-2022
- Table 18 LBN Brand Shares of Heated Tobacco: % Volume 2019-2022
- Table 19 Distribution of Smokeless Tobacco by Format: % Volume 2017-2022
- Table 20 Distribution of E-Vapour Products by Format: % Value 2017-2022
- Table 21 Distribution of Tobacco Heating Devices by Format: % Volume 2017-2022
- Table 22 Distribution of Heated Tobacco by Format: % Volume 2017-2022
- Table 23 Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027
- Table 24 Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027
- Table 25 Forecast Sales of Heated Tobacco: Volume 2022-2027
- Table 26 Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027
- Table 27 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027
- Table 28 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

Tobacco in Spain - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 29 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 30 - Sales of Tobacco by Category: Volume 2017-2022

Table 31 - Sales of Tobacco by Category: Value 2017-2022

Table 32 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 33 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 34 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 35 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 36 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 37 - 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 focusing 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-andheated-tobacco-in-spain/report.