

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

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

E-vapour products is entry point for the tobacco category post-pandemic
Retail value sales of e-vapour continue to rise thanks to popularity among younger consumers
E-commerce dominates e-vaping, but traditional grocery retailers are growing in importance

PROSPECTS AND OPPORTUNITIES

Tax reduction on electronic cigarettes would boost category growth over the forecast period
Heated tobacco remains immature with scope for growth
Tax equalisation will dampen demand in the future

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2017-2022

CATEGORY DATA

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

Tobacco in Israel - 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
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 21 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 22 - Sales of Tobacco by Category: Volume 2017-2022

Table 23 - Sales of Tobacco by Category: Value 2017-2022

Table 24 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 25 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 26 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 27 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 28 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 29 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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