Euromonitor International

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

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Cross Format Consumption Facilitates Growth in Alternative Nicotine Products

Heated Tobacco Leads Amid Rising Alternative Nicotine Use

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Alternative Nicotine Products Remain on a Strong Growth Trajectory

Heated Tobacco Remains Largest and Fastest Growing

Retailers Expand Flavour and Format Range to Meet Evolving Demand

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Strengthens Lead with Innovative Device Launches

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialised Stores Deepen Loyalty with Expert Advice and Service

Online Sales Ban Channels All Demand to Physical Retail

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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## Nicotine in Georgia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Ongoing Decline in Nicotine Volume

Smokers Adopt Heated Tobacco and Pouches as Loyalty Erodes

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Smokers Combine Nicotine Formats as Cigarettes Lose Relevance
Chart 15 - Forecast Volume Sales 2020-2030
Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Leverages Brand Strength and Innovation to Expand Lead
Chart 17 - Company Shares 2025
Chart 18 - Brand Shares 2025

CHANNELS

Specialised Shops Lead Retail While E-Commerce Remains Prohibited

ECONOMIC CONTEXT

Chart 19 - Economic Context for Nicotine
Chart 20 - Real Gdp Growth 2020-2030
Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Nicotine
Chart 23 - Population 2020-2030
Chart 24 - Population by Generation 2025

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