

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the US

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Synthetic e-vapour products are removed from the legal market
Illicit market gains strength in e-vapour products
Consumers demand closed system single-use vapes, no matter how they get them

PROSPECTS AND OPPORTUNITIES

Heated tobacco set to return to the US
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Smoking prevalence

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Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

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