

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in South Africa

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

KEY DATA FINDINGS

2021 DEVELOPMENTS

Heated tobacco products increase in popularity, based on consumer health trends E-liquid growth driven by younger demographic demand for varying flavour and nicotine level offerings Smokeless tobacco gains in popularity in 2021

PROSPECTS AND OPPORTUNITIES

Introduction of a potential vape tax to reshape the category Proposed Control of Tobacco Products and Electronic Delivery Systems Bill has potential to restrict sales over forecast period Open vapour systems expected to record strong growth over forecast period

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CATEGORY DATA

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Tobacco in South Africa - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture 2021 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

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DISCLAIMER

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