

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

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Table of Contents

# 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

### CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2016-2021

### CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2016-2021 Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2016-2021 Table 4 - Sales of Tobacco Heating Devices: Volume 2016-2021 Table 5 - Sales of Tobacco Heating Devices: % Volume Growth 2017-2021 Table 6 - Sales of Heated Tobacco: Volume 2016-2021 Table 7 - Sales of Heated Tobacco: % Volume Growth 2017-2021 Table 8 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021 Table 9 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021 Table 10 - Sales of E-Liquids by Nicotene Strength: % Value 2019-2021 Table 11 - NBO Company Shares of Smokeless Tobacco: % Volume 2017-2021 Table 12 - LBN Brand Shares of Smokeless Tobacco: % Volume 2018-2021 Table 13 - NBO Company Shares of E-Vapour Products: % Value 2017-2021 Table 14 - LBN Brand Shares of E-Vapour Products: % Value 2018-2021 Table 15 - NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021 Table 16 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021 Table 17 - NBO Company Shares of Heated Tobacco: % Volume 2017-2021 Table 18 - LBN Brand Shares of Heated Tobacco: % Volume 2018-2021 Table 19 - Distribution of Smokeless Tobacco by Format: % Volume 2016-2021 Table 20 - Distribution of E-Vapour Products by Format: % Value 2016-2021 Table 21 - Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021 Table 22 - Distribution of Heated Tobacco by Format: % Volume 2016-2021 Table 23 - Forecast Sales of Smokeless Tobacco by Category: Volume 2021-2026 Table 24 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2021-2026 Table 25 - Forecast Sales of Tobacco Heating Devices: Volume 2021-2026 Table 26 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026 Table 27 - Forecast Sales of Heated Tobacco: Volume 2021-2026 Table 28 - Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026 Table 29 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026 Table 30 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

# 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

### PRODUCTION/IMPORTS/EXPORTS

### MARKET INDICATORS

Table 31 - Number of Adult Smokers by Gender 2016-2021

### MARKET DATA

Table 32 - Sales of Tobacco by Category: Volume 2016-2021Table 33 - Sales of Tobacco by Category: Value 2016-2021Table 34 - Sales of Tobacco by Category: % Volume Growth 2016-2021Table 35 - Sales of Tobacco by Category: % Value Growth 2016-2021Table 36 - Forecast Sales of Tobacco by Category: Volume 2021-2026Table 37 - Forecast Sales of Tobacco by Category: Value 2021-2026Table 38 - Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026Table 39 - Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

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### SOURCES

Summary 2 - Research Sources

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