

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

July 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Heated tobacco sales decline in 2022, but at relatively moderate rates  
Consumers continue to switch from rechargeable to single-use vaping products  
In spite of a decline in 2022, nicotine pouches offer potential

### PROSPECTS AND OPPORTUNITIES

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Tar levels  
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Advertising and sponsorship  
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