

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Colombia

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

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2022 DEVELOPMENTS

Closed system single-use devices see dynamic growth

Heated tobacco faces growing competition from e-vapour products

New brand entries boosting demand for closed system rechargeable and cartridges

PROSPECTS AND OPPORTUNITIES

Closed system single-use devices set for further dynamic growth

New Bonds brand expected to help fuel demand for heated tobacco

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Smoking prevalence

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Health warnings

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Advertising and sponsorship

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