

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

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco continues to record strong growth despite a tax increase
E-vapour products are positioned as a low-risk and economical option
Swedish-style snus players improve portability and affordability to attract new consumers

PROSPECTS AND OPPORTUNITIES

Society is becoming sensitive to tobacco odour, which is a tailwind for heated tobacco
E-vapour products will remain a niche, but CBD-containing liquids likely to increase their presence with law amendments
Swedish-style snus has the potential to be an alternative option due to difficulty finding smoking areas

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Retailing developments
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DISCLAIMER

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