



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

September 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

INDUSTRY PERFORMANCE

Focus on Device Innovation and Digital Engagement Drive Growth

Enhanced E-Vapour Products Outpace Traditional Formats through Premium Features

Brands Leverages Digital Channels to Drive Device Adoption

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Manufacturers Pivot to Closed Vaping and Heated Tobacco as Policy Shifts Reshape Consumer Choices

Chart 4 - Analyst Insight for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Device Innovation and Flavour Variety Drive New Product Launches as Consumer Spending Rises

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Relx li Hk Ltd Accelerates Share Gains as Philip Morris Sustains Heated Tobacco Dominance

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Specialised Retailers Capture Device and E-Vapour Leadership through Access and Product Mix

Regulatory Action Limits E-Commerce to Heating Devices, Constraining Online Competition

Chart 9 - Retail Channels 2020-2025

PRODUCTS

Smok and Asdf Worldwide Drive Device Functionality to Attract Tech-Savvy Users

ECONOMIC CONTEXT

Chart 10 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

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Chart 15 - Population by Generation 2025

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2025 Developments

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KEY INDUSTRY TRENDS

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Government Restricts Tobacco Displays and Reshapes Retail Strategies

Brands Capitalise on Value-Driven Demand in Cigarettes

Government Excise Hikes Drive Consumers to Value Brands and Alternatives

Chart 17 - Volume Sales 2020-2030

Chart 18 - Volume Sales by Category 2025

WHAT'S NEXT?

Manufacturers Streamline Portfolios as Regulations Curb Innovation

Cigarettes Decline While Price-Sensitive Consumers Drive Downtrading

Chart 19 - Analyst Insight for Nicotine

Continued Government Regulations Limit Growth

Chart 20 - Forecast Volume Sales 2020-2030

Chart 21 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

British American Tobacco Leverages Retailer Relationships to Sustain Lead

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

99 Speedmart Expands Convenience Stores, Reshaping Nicotine Purchasing Habits

Government Prohibits Online Cigarette Sales, Excluding E-Commerce From Nicotine

PRODUCTS

Retail Channel Dynamics and Value-Tier Demand Reshape the Innovation Agenda

Portfolio Rationalisation and Tiered Brand Strategies Represent the Key Innovation Responses

Innovation in Compliance and Retail Execution Carries Measurable Commercial Consequences

OPERATING ENVIRONMENT

Legislation

Legislative Overview

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Minimum Legal Smoking Age

Smoking Prevalence

Health Warnings

Plain Packaging Laws

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Smoking in Public Places

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Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 24 - Economic Context for Nicotine

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