Euromonitor International

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

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Flavour Ban and Tax Increases Bring Growth Momentum to a Halt
Declining Smoking Prevalence Accelerates Migration Towards Alternative Nicotine Formats
Tightening Regulation Reshapes Innovation across Nicotine Alternatives
Chart 1 - Volume Sales 2020-2030
Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Reduced-Harm Alternatives Forecast to Sustain Growth Despite Higher Taxes
Flavoured E-Vapour Products Set to Support Demand Amid Regulatory Uncertainty
Tighter Regulation Set to Reshape the Future of Nicotine Pouches
Chart 3 - Forecast Volume Sales 2020-2030
Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Remains Dominant as Competition Intensifies across Alternative Nicotine Formats
Elf Bar Strengthens Its Position through Innovation and Retail Visibility
Chart 5 - Company Shares 2025
Chart 6 - Brand Shares 2025

CHANNELS

Food, Drink and Tobacco Specialists Lead While Grocery and Online Channels Expand Access
Online Purchases Gain Traction among Value-Conscious Vapers

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco
Chart 8 - Real Gdp Growth 2020-2030
Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco
Chart 11 - Population 2020-2030
Chart 12 - Population by Generation 2025

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Nicotine in Slovakia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Alternative Nicotine Products Outperform as Cigarette Volume Decline Continues
Declining Smoking Prevalence Continues to Reduce the Traditional Smoker Base
Alternative Nicotine Products Gain Momentum through Innovation and Broader Consumer Appeal
Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Fiscal and Regulatory Pressure Are Projected to Sustain Nicotine Volume Decline
Alternative Nicotine Products Are Expected to Strengthen Their Position
Core Brands and Targeted Innovation Are Expected to Support Portfolio Maintenance
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COMPETITIVE LANDSCAPE

Philip Morris Slovakia Leverages Brand Strength to Withstand Rising Competition
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Chart 17 - Company Shares 2025
Chart 18 - Brand Shares 2025

CHANNELS

Tobacco Specialists and Supermarkets Remain Central as Purchasing Shifts Towards Larger Retail Formats
E-Commerce Supports Alternative Nicotine Products While Traditional Smoking Remains Offline

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Smoking Prevalence
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Flavoured Tobacco Product Ban
Reduced Harm
Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

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Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine
Chart 24 - Population 2020-2030
Chart 25 - Population by Generation 2025

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