

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Costa Rica

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Tax increases and tighter regulations fail to stop upbeat growth in 2022
Younger generations are using disposable devices
IQOS continues to expand distribution although consumer base remains niche

PROSPECTS AND OPPORTUNITIES

Rechargeable and refillable devices are expected to grow
Increasing number of cigarette smokers expected to switch to more modern devices
Vaping shops are expected to move away from “tattoo-parlour” image

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Tobacco in Costa Rica - Industry Overview

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Smoking prevalence
Tar levels
Health warnings

Plain packaging
Advertising and sponsorship
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