



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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Robust Growth Driven by Changing Consumer Behaviour

Iqos Iluma I Launch Accelerates Heated Tobacco Growth and User Personalisation

Excise Hikes and Disposable Vape Ban Drive Shift to Reusable Systems

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

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Disposable Vape Ban Accelerates Shift to Reusable Devices and Heated Tobacco

Nicotine Pouches Emerge as Regulatory Avoidance Drives Innovation and Demand

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COMPETITIVE LANDSCAPE

Philip Morris Bulgaria Eood Secures Dominance as Vaping Consolidates under Pressure

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Chart 6 - Brand Shares 2025

CHANNELS

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E-Commerce Platforms Attract Niche Vapers Despite Regulatory Barriers

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2025 Developments

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Chart 18 - Company Shares 2025

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Regulation Limits Online Nicotine Sales as Physical Retail Dominates

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Superslim Cigarette Formats and Refined Nicotine Pouch Variants Represent the Clearest Recent Innovations

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