



Euromonitor  
International

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Tanzania

September 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

### INDUSTRY PERFORMANCE

Urban Consumers Embrace Disposable Vapes as Smoking Declines

Illicit Pouches and Strips Find Buyers Despite Bans

Vape Brands and Product Innovation Reshape Urban Nicotine Use

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

### WHAT'S NEXT?

Instagram Micro-Influencers to Drive Shift to Disposables and Pouches

Illicit Imports to Undermine Compliant Pricing as Enforcement Tightens

Regulatory Harmonisation and Gdp Growth to Reshape Legal Landscape

Chart 3 - Forecast Volume Sales 2020-2030

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### COMPETITIVE LANDSCAPE

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### CHANNELS

Smoke Heaven Leverages Instagram and Delivery to Capture Demand

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### COUNTRY REPORTS DISCLAIMER

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### KEY DATA INSIGHTS

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## CHANNELS

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Smoke Heaven Leverages Instagram and Delivery to Capture Urban Demand

Retail E-Commerce Expands Reach by Adapting to Legislation

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Brand Architecture and Tiered Pricing Fuel Competitive Positioning

Flavoured Formats Extend the Category to New Consumer Segments

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## CONSUMER CONTEXT

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## COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-tanzania/report](http://www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-tanzania/report).