

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

July 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Imperial Tobacco Hellas grows importance through Myblu in closed vaping systems and the introduction of Pulze and ID in heated tobacco products
Papastratos Cigarette Mfg expands heated tobacco products portfolio with the launch of Philip Morris International's lil SOLID and Fiit
British American Tobacco Hellas boosts its performance with rebranding in e-vapour products and a competitive offer in dynamic heated tobacco

PROSPECTS AND OPPORTUNITIES

Strong investment to help heated tobacco remain the best performer

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DISCLAIMER

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