

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in New Zealand

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Migration of smokers to vaping gains momentum
New regulatory regime for e-vapour products phased in
Use of heated tobacco products continues to grow rapidly from a low base

PROSPECTS AND OPPORTUNITIES

Tougher anti-smoking laws will reinforce appeal of vaping and heated tobacco
Heated tobacco products set to expand fastest but vaping will remain more popular
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Tobacco in New Zealand - Industry Overview

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Health warnings
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