

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

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heated tobacco continues to record strong growth despite a tax increase

E-vapour products are positioned as a low-risk and economical option

Swedish-style snus players improve portability and affordability to attract new consumers

PROSPECTS AND OPPORTUNITIES

Society is becoming sensitive to tobacco odour, which is a tailwind for heated tobacco

E-vapour products will remain a niche, but CBD-containing liquids likely to increase their presence with law amendments

Swedish-style snus has the potential to be an alternative option due to difficulty finding smoking areas

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2017-2022

Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022

Table 4 - Sales of Tobacco Heating Devices: Volume 2017-2022

Table 5 - Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 6 - Sales of Heated Tobacco: Volume 2017-2022

Table 7 - Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 8 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 9 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 10 - NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022

Table 11 - LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022

Table 12 - NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 13 - LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 14 - NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 15 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 16 - NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 17 - LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 18 - Distribution of Smokeless Tobacco by Format: % Volume 2017-2022

Table 19 - Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 20 - Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027

Table 21 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027

Table 22 - Forecast Sales of Tobacco Heating Devices: Volume 2022-2027

Table 23 - Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 24 - Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027

Table 25 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 26 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

Tobacco in Japan - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Point-of-sale display bans

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 27 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 28 - Sales of Tobacco by Category: Volume 2017-2022

Table 29 - Sales of Tobacco by Category: Value 2017-2022

Table 30 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 31 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 32 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 33 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 34 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 35 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 2 - Research Sources

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