

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

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Smokeless tobacco, e-vapour products and heated tobacco benefit from a general shift in behaviour amongst traditional tobacco smokers

Strong growth for closed system single use products

Heated tobacco continues to show a positive performance

### PROSPECTS AND OPPORTUNITIES

Increased measures and regulations could pose challenges to expansion

The future of nicotine pouches remains uncertain

Concerns around climate change and the appeal to underage and young adults could lead to further measures and a potential ban against closed system single use e-vapour products

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