

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the Czech Republic

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Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Major tobacco players enter the fray in heated tobacco products

Heated tobacco players adapt to new legislation

Czech consumers prefer fresh and fruity flavours

PROSPECTS AND OPPORTUNITIES

New legislation to have a strong impact on category development

A wider offer and price advantage to help closed system single use products gain a competitive edge

Nicotine pouches in the ascendancy

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Tobacco in the Czech Republic - Industry Overview

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