



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

June 2024

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2023 DEVELOPMENTS

Heated tobacco successfully finding its audience

Lack of regulation helps support the rise of 'smoke shops' in Mexico

E-vapour products continue to attract new users

PROSPECTS AND OPPORTUNITIES

Growing pressure to regulate the sale of e-vapour products while sales of heated tobacco products likely to be constrained by high prices

Sustainability concerns likely to influence market demand

Education campaigns likely to be used to curb smoking prevalence among users of e-vapour products

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