

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

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Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Poland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Closed system single use e-cigarettes show exceptionally high growth Awareness of e-vapour products is growing benefiting sales across the various categories Heated tobacco a hotbed of innovation and new product development

PROSPECTS AND OPPORTUNITIES

Poland's Minister of Health supports ban on the sale of closed system single use products Nicotine pouches coming under growing scrutiny due to lack of regulation Positive performance expected from heated tobacco products but new EU regulation could put the brakes on growth

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Tobacco in Poland - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture 2023 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 Plain packaging Point-of-sale display bans Advertising and sponsorship Flavoured tobacco product ban Vapour products

PRODUCTION/IMPORTS/EXPORTS

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