

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

July 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Unorganised market and unethical practices drive demand for smokeless tobacco in India

The Indian government has implemented a ban on e-vapour products to prevent the category from becoming mainstream

The ban on Electronic Nicotine Delivery Systems (ENDS) spells the end for heated tobacco products in India

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Smokeless tobacco escapes the impact of regulation and legislation in some respects

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