

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the Netherlands

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growth driven by young adults and dual users  
Large vaping stores open outlets just across the border in Belgium and Germany  
Growth of illicit flavoured products is likely

### PROSPECTS AND OPPORTUNITIES

Negative pressure on e-vapour sales due to regulation and saturation  
Introduction of excise tax for e-cigarettes  
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