

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

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary conditions lead to strong volume decline
Closed system single use products are developing well
Smokeless tobacco also sees decline but performs better than e-vapour products

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Economic recovery to boost forecast growth
Closed system single use products to perform best
Smokeless tobacco to recover well as it offers a novel, smoke-free product

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