

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in New Zealand

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Cannibalisation of tobacco continues to drive growth of e-vapour and heated tobacco products

New Zealand among the world's biggest vaping nations according to the OECD

Single use vape ban introduced

### PROSPECTS AND OPPORTUNITIES

Retail display restrictions being mooted

Heated tobacco products to remain niche

As inflationary pressures ease, unit price growth is expected to slow

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### SOURCES

Summary 2 - Research Sources

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