

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

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

- Substantial decline following ban on e-vapour products
- Heated tobacco product face limitations from new regulations
- Quasi-tobacco products including e-vapour products are banned in long term

### PROSPECTS AND OPPORTUNITIES

- Heated tobacco is expected to expand
- Illicit e-vapour products may emerge
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Retailing developments

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Plain packaging

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