



**Euromonitor
International**

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-vapour products thriving but consumers switching to rechargeable devices
Chinese brands lead e-vapour products, while tobacco players dominate heated tobacco
E-commerce key to sales of e-vapour products and heated tobacco

PROSPECTS AND OPPORTUNITIES

Regulatory pressure likely to increase
Public health experts doubt harm-reduction arguments
Players likely to focus on new technology and innovation to win over consumers

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Tobacco in Germany - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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PRODUCTION/IMPORTS/EXPORTS

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