



Euromonitor
International

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

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2024 DEVELOPMENTS

Illicit e-vapour products is gradually evolving in Brazil
Multiple differentiation strategies are used by brands
Distribution of illicit e-vapour products is complex and widespread

PROSPECTS AND OPPORTUNITIES

Contrasting regulatory measures are under consideration
The illegality of e-vapour products in Brazil is likely to endure in the forecast period
Other reduced-risk products to potentially emerge in the illicit market

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Tobacco in Brazil - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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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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