



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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- E-vapour products in China continue to contract amid ban on flavours
- RELX Technology Co Ltd maintains leadership due to innovation in compliant products
- Tobacco specialist stores remain dominant channel in post-regulatory landscape

PROSPECTS AND OPPORTUNITIES

- E-vapour products to face sustained downturn amid regulatory shift
- Innovation in e-vapour products will centre on compliant products
- Tobacco specialists to remain dominant in e-vapour distribution

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Tobacco in China - 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

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Reduced harm

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