



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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sustained increase in vaping consumption thanks to greater penetration of single use vapes

In a highly atomised market, it is the most popular brands that gain share

Vaping stores grow thanks to more relaxed oversight by police and better in-person consumer experience

PROSPECTS AND OPPORTUNITIES

The market set to take off again as a result of new “vaping law”

Single use vapes will continue to be the fastest-growing products, but e-liquid consumption is not expected to decline anytime soon

Vaping stores face the challenge of reinventing themselves

CATEGORY INDICATORS

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Tobacco in Chile - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

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

Vapour products

PRODUCTION/IMPORTS/EXPORTS

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