



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Assortment expansion drives strong growth in 2024

Leading players provide extensive product ranges and innovation

Leading non-grocery retailers offer a wide assortment and broad availability

PROSPECTS AND OPPORTUNITIES

Positive outlook as consumers increasingly look for less harmful nicotine options

Potential regulatory shift could impact single use products

PMI focuses on technological advancement and product segmentation

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Tobacco in Georgia - 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

Health warnings

Plain packaging

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Vapour products

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SOURCES

Summary 2 - Research Sources

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