



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in South Africa

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rise of e-vapour products and heated tobacco contributes to smokeless tobacco decline

Leaders see share decline

Supermarkets the clear leader in smokeless tobacco, while food/drink/tobacco specialists dominates heated tobacco

PROSPECTS AND OPPORTUNITIES

Growth anticipated across categories

Regulatory changes could impact category development

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[Tobacco in South Africa - Industry Overview](#)

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

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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SOURCES

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