



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Traditional cigarette players expanding their product offerings
- Rising popularity amongst young adults
- E-commerce supports growth and diversification

PROSPECTS AND OPPORTUNITIES

- Regulatory considerations
- Substantial potential with rising demand for next-generation nicotine products
- Product innovation in e-vapour products

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Tobacco in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

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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