



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Heated tobacco rebounds as e-vapour ban reshapes the market
Philip Morris dominates heated tobacco while Shenzhen HQD Technology leads collapsing e-vapour category
Heated tobacco sees retail diversification

PROSPECTS AND OPPORTUNITIES

Heated tobacco set to drive growth as e-vapour moves underground
Philip Morris poised to maintain leadership in heated tobacco
Innovation to drive consumer loyalty in heated tobacco

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Tobacco in Kazakhstan - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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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

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Low ignition propensity (LIP) cigarette regulation

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