



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Slow uptake for smokeless tobacco despite new launches
- Closed e-vapour systems outperform amid convenience-led shift and flavour innovation
- Heated tobacco continues to expand, though growth begins to moderate

PROSPECTS AND OPPORTUNITIES

- Closed e-vapour systems to lead category growth amid continued shift away from open formats
- Tourism and cross-border consumer flows to support performance across categories
- Innovation to concentrate on heated tobacco and tobacco-free alternatives, while vapour launches diversify

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Tobacco in Greece - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Plain packaging

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Smoking in public places

Flavoured tobacco product ban

Reduced harm

Vapour products

PRODUCTION/IMPORTS/EXPORTS

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SOURCES

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