



**Euromonitor  
International**

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in New Zealand

July 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong category growth despite single-use vape ban
- Competitive landscape remains highly fragmented despite focus from traditional tobacco players
- Other non-grocery retailers remains the leading distribution channel in 2024

PROSPECTS AND OPPORTUNITIES

- Despite increased regulatory focus, strong category growth is expected to continue
- Disposable vapes ban will see sales flow to other vape subcategories
- Regulatory-compliant IQOS set to be launched in 2025

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Tobacco in New Zealand - 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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