



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing health awareness and a growing preference for alternatives to traditional tobacco products drive strong growth in 2024
Nicorex Baltic OÜ leads e-vapour products, whilst PMI is the sole player in heated tobacco
Other non-grocery retailers offer a wide range of products, including the latest innovations

PROSPECTS AND OPPORTUNITIES

Growth fuelled by rising demand for less harmful nicotine options
Product variety to appeal to young adults
Substantial innovation expected

CATEGORY INDICATORS

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Tobacco in Estonia - 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

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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