



Euromonitor
International

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

September 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Changing Consumer Preferences Drives Rapid Growth in New Nicotine Alternatives

Vozol Outperforms Rivals as Price and Value Win Loyalty

Open-System Vapes Attract Dedicated Users Seeking Customisation and Reliability

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Value-Seeking Consumers Sustain Demand as Oversupply Pressures Persist

E-Vapour Imports Rise as Heated Tobacco Remains Niche

Brand Proliferation and Value Focus Shape Future Business Outlook

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Vozol Leverages Affordability to Outperform as Fragmentation Accelerates

CHANNELS

Specialised Tobacco Shops Consolidate Lead as Vape Stores Emerge

Vape Users Drive E-Commerce Demand for Anonymity

ECONOMIC CONTEXT

Chart 5 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 9 - Population 2020-2030

Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

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[Nicotine in Iraq - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 12 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Brands Attracts Buyers with Bulk Deals and Ultra-Low Prices

New Producers Intensify Price Competition and Fragment the Supply Base

Vapes and Heated Products Accelerate as Stress and Affordability Drive Uptake

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Small Producers Intensify Supply Competition and Accelerate Price Declines

Rising Consumer Uptake and Evolving Social Norms Fuel Demand Growth

Chart 15 - Analyst Insight for Nicotine

Vapes Gain Ground as Price Barriers Fall and Availability Widens

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Defend Position as Fragmentation Accelerates

Chart 18 - Company Shares 2025

Chart 19 - Brand Shares 2025

CHANNELS

Small Grocery Stores Expand Influence as Consumers Seek Convenience

PRODUCTS

Accessibility Engineering and Promotional Mechanics Have Become the Primary Innovation Levers

High-Puff-Count Device Architecture and Entry-Tier Cigarette Portfolio Construction Represent the Most Visible Recent Innovations

Market Fragmentation Creates Structural Pressure on Incumbents While Sustaining Broad Consumption Growth

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 20 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 21 - Economic Context for Nicotine

Chart 22 - Real Gdp Growth 2020-2030

Chart 23 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine

Chart 25 - Population 2020-2030

Chart 26 - Consumer Expenditure 2020-2030

Chart 27 - Population by Generation 2025

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