



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Regulations reshape category
- Regulatory shifts undermine The Vape Store’s market position
- Retail e-vapour access collapses under new framework

PROSPECTS AND OPPORTUNITIES

- Therapeutic framework refines e-vapour category
- Illicit trade surges as legal sales collapse
- From recreational to therapeutic use

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Tobacco in Australia - 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

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Advertising and sponsorship

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-australia/report.