



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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Vaping slows amid regulatory uncertainty, while nicotine pouches record a rise in popularity
- Competition set to rise over the amidst changing consumer patterns and legislation restrictions
- Retail e-commerce loses sales to convenience stores, while specialised vape stores dominate nicotine pouch distribution

PROSPECTS AND OPPORTUNITIES

- Sales of e-vapour products are set to decline under new regulations, while oral nicotine records strong growth
- The new licensing system will impact distribution as smaller players are expected to struggle
- Innovation will be key to adding value and expanding the consumer base

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Retail developments

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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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