



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Legislator reacts to increasing use of newer nicotine products
Big tobacco is increasingly prominent in newer product categories
First regional bans on closed system single use favour rechargeable vapes

PROSPECTS AND OPPORTUNITIES

Likely nationwide ban on closed system single use is not expected to end the general growth trend
British American Tobacco Switzerland may withdraw from heated tobacco
Philip Morris to enter closed system rechargeable and cartridges

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Tobacco in Switzerland - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Health warnings

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Advertising and sponsorship

Point-of-sale display bans

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SOURCES

Summary 2 - Research Sources

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