



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

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Heated tobacco products benefits from consumers switching from cigarettes  
Closed system single-use e-vapour products sees dynamism and product development  
Competition increases in heated tobacco products

### PROSPECTS AND OPPORTUNITIES

Growth trend for heated tobacco products set to be maintained, although will slow  
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### SOURCES

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