



**Euromonitor
International**

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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heated tobacco and e-vapour products see surge in sales amid manufacturer investment and rising cigarette costs
PMI's Tabaqueira leads market through innovation and strategic expansion
Retail landscape shifts to support growth of next generation tobacco products

PROSPECTS AND OPPORTUNITIES

Heated tobacco poised for robust growth as e-vapour products navigate regulatory and market pressures
Portuguese government will attempt to balance public health concerns, consumer freedoms, and the fiscal impact of tobacco tax revenues
Nicotine pouches will benefit from increased investment

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2019-2024

CATEGORY DATA

- Table 2 - Sales of Smokeless Tobacco by Category: Volume 2019-2024
- Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2019-2024
- Table 4 - Sales of E-Vapour Products by Category: Volume 2019-2024
- Table 5 - Sales of E-Vapour Products by Category: % Volume Growth 2019-2024
- Table 6 - Sales of Tobacco Heating Devices: Volume 2019-2024
- Table 7 - Sales of Tobacco Heating Devices: % Volume Growth 2019-2024
- Table 8 - Sales of Heated Tobacco: Volume 2019-2024
- Table 9 - Sales of Heated Tobacco: % Volume Growth 2019-2024
- Table 10 - Sales of Tobacco Free Oral Nicotine: Volume 2019-2024
- Table 11 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2024
- Table 12 - Sales of Tobacco Free Oral Nicotine by Category: Value 2019-2024
- Table 13 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2019-2024
- Table 14 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024
- Table 15 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024
- Table 16 - Sales of E-Liquids by Nicotine Strength: % Value 2021-2024
- Table 17 - NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024
- Table 18 - LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024
- Table 19 - NBO Company Shares of E-Vapour Products: % Value 2020-2024
- Table 20 - LBN Brand Shares of E-Vapour Products: % Value 2021-2024
- Table 21 - NBO Company Shares of Tobacco Heating Devices: % Volume 2020-2024
- Table 22 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2021-2024
- Table 23 - NBO Company Shares of Heated Tobacco: % Volume 2020-2024
- Table 24 - LBN Brand Shares of Heated Tobacco: % Volume 2021-2024
- Table 25 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2020-2024
- Table 26 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2021-2024
- Table 27 - Distribution of Smokeless Tobacco by Format: % Volume 2019-2024
- Table 28 - Distribution of E-Vapour Products by Format: % Value 2019-2024
- Table 29 - Distribution of Tobacco Heating Devices by Format: % Volume 2019-2024
- Table 30 - Distribution of Heated Tobacco by Format: % Volume 2019-2024
- Table 31 - Forecast Sales of Smokeless Tobacco by Category: Volume 2024-2029
- Table 32 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2024-2029
- Table 33 - Forecast Sales of E-Vapour Products by Category: Volume 2024-2029
- Table 34 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2024-2029
- Table 35 - Forecast Sales of Tobacco Heating Devices: Volume 2024-2029
- Table 36 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Heated Tobacco: Volume 2024-2029

Table 38 - Forecast Sales of Heated Tobacco: % Volume Growth 2024-2029

Table 39 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2024-2029

Table 40 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2024-2029

Table 42 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2024-2029

Table 43 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029

Table 44 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029

Tobacco in Portugal - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Plain packaging

Point-of-sale display bans

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 45 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 46 - Sales of Tobacco by Category: Volume 2019-2024

Table 47 - Sales of Tobacco by Category: Value 2019-2024

Table 48 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 49 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 50 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 51 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 52 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 53 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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-portugal/report.