



Euromonitor
International

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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Boom in sales of e-vapour and heated tobacco products
CHIC and Philip Morris dominate sales of e-vapour products and heated tobacco
E-vapour and heated tobacco sales shift towards modern retail channels

PROSPECTS AND OPPORTUNITIES

Tax reforms will reshape the market
Heated tobacco faces flavour ban, but innovation set to sustain growth
Innovation will drive growth in heated tobacco devices, while e-vapour faces strategic pause

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CATEGORY DATA

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Tobacco in Poland - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

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