



Euromonitor  
International

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

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Continued growth for vaping and heated tobacco  
Healthy volume growth for nicotine pouches  
Smokeless tobacco also popular, though registers slight volume decline

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Possible regulation on the way  
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Retailing developments

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Plain packaging

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### SOURCES

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