



Euromonitor  
International

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

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## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Traditional cigarette players expanding their product offerings

Rising popularity amongst young adults

E-commerce supports growth and diversification

### PROSPECTS AND OPPORTUNITIES

Regulatory considerations

Substantial potential with rising demand for next-generation nicotine products

Product innovation in e-vapour products

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## Tobacco in Pakistan - Industry Overview

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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

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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### SOURCES

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