



**Euromonitor
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Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the Philippines

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-vapour and heated tobacco registers robust value growth

Philip Morris Fortune Tobacco Corp leads heated tobacco while closed vaping systems remain fragmented

Specialist retailers and e-commerce are important channels for e-vapour and heated tobacco products

PROSPECTS AND OPPORTUNITIES

Regulation of e-vapour products offers long-term benefits for the industry

Convenience will drive shift to closed vaping systems

Leading players to spearhead innovation in heated tobacco

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Tobacco in the Philippines - Industry Overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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