



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

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Heated tobacco continues to record strong growth, thanks to more affordable options

British American Tobacco Japan enters e-vapour products

Swedish-style snus continues to grow

### PROSPECTS AND OPPORTUNITIES

Heated tobacco will continue to see growth, but tax increases should be closely monitored

E-vapour products will remain a niche due to regulation of nicotine by law

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