



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Heated tobacco continues to record strong growth in 2024
Philip Morris Japan KK leads overall category sales in 2024, thanks to its performance in heated tobacco
Convenience stores leads sales of heated tobacco, while food/drink/tobacco specialists leads smokeless tobacco

PROSPECTS AND OPPORTUNITIES

Heated tobacco will see ongoing growth thanks to a healthier profile than cigarettes
E-vapour products will remain niche due to the regulation of nicotine
Swedish-style style snus has potential as an alternative to traditional tobacco products

CATEGORY INDICATORS

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Tobacco in Japan - 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

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

Vapour products

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