



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

June 2024

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heated tobacco continues to gain traction among younger Malaysian adults of legal smoking age in 2023

Fragmentation characterises e-vapour landscape in Malaysia

Innovation, affordability and accessibility boost e-vapour products

PROSPECTS AND OPPORTUNITIES

Reversal on legislation is likely to boost the performance of e-vapour products over the forecast period

Significant new product development is anticipated in e-vapour products

Major players sent to add dynamism to heated tobacco products

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Tobacco in Malaysia - Industry Overview

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Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

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Minimum legal smoking age

Smoking prevalence

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

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