



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rapid growth of e-vapour products and noticeable slowdown in heated tobacco
- PMI formally enters the heated tobacco market in 2024
- Strong e-commerce growth

PROSPECTS AND OPPORTUNITIES

- PMI's arrival in heated tobacco set to reshape category dynamics
- Further regulatory measures anticipated for e-vapour products
- Innovation to play a key role in brand positioning and consumer loyalty

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Tobacco in Azerbaijan - Industry Overview

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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

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