



Euromonitor
International

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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Retail volume sales of chewing tobacco show signs of stabilisation
- Competitive pricing helps Black Horse Tobacco Co Ltd strengthen its dominance
- E-vapour products increasingly found in physical stores

PROSPECTS AND OPPORTUNITIES

- Smokeless tobacco demand will rebound as economic conditions stabilise
- E-vapour products set for regulation
- Closed systems will evolve beyond single-use products

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Retail developments

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