



Euromonitor
International

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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Heated tobacco continues to develop as a category amidst legal obstacles

Philip Morris International dominates heated tobacco

E-commerce tops distribution as legal status remains an issue

PROSPECTS AND OPPORTUNITIES

The wait for full legalisation slows the take-off of heated tobacco

Heated tobacco players ready to step into flavour gaps

Local player waits to enter the fray

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2019-2024

CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2019-2024

Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2019-2024

Table 4 - Sales of E-Vapour Products by Category: Volume 2019-2024

Table 5 - Sales of E-Vapour Products by Category: % Volume Growth 2019-2024

Table 6 - Sales of Tobacco Heating Devices: Volume 2019-2024

Table 7 - Sales of Tobacco Heating Devices: % Volume Growth 2019-2024

Table 8 - Sales of Heated Tobacco: Volume 2019-2024

Table 9 - Sales of Heated Tobacco: % Volume Growth 2019-2024

Table 10 - Sales of Tobacco Free Oral Nicotine: Volume 2019-2024

Table 11 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2024

Table 12 - Sales of Tobacco Free Oral Nicotine by Category: Value 2019-2024

Table 13 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2019-2024

Table 14 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024

Table 15 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024

Table 16 - Sales of E-Liquids by Nicotine Strength: % Value 2021-2024

Table 17 - NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024

Table 18 - LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024

Table 19 - NBO Company Shares of E-Vapour Products: % Value 2020-2024

Table 20 - LBN Brand Shares of E-Vapour Products: % Value 2021-2024

Table 21 - NBO Company Shares of Tobacco Heating Devices: % Volume 2020-2024

Table 22 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2021-2024

Table 23 - NBO Company Shares of Heated Tobacco: % Volume 2020-2024

Table 24 - LBN Brand Shares of Heated Tobacco: % Volume 2021-2024

Table 25 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2020-2024

Table 26 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2021-2024

Table 27 - Distribution of Smokeless Tobacco by Format: % Volume 2019-2024

Table 28 - Distribution of E-Vapour Products by Format: % Value 2019-2024

Table 29 - Distribution of Tobacco Heating Devices by Format: % Volume 2019-2024

Table 30 - Distribution of Heated Tobacco by Format: % Volume 2019-2024

Table 31 - Forecast Sales of Smokeless Tobacco by Category: Volume 2024-2029

Table 32 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of E-Vapour Products by Category: Volume 2024-2029

Table 34 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Tobacco Heating Devices: Volume 2024-2029

Table 36 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Heated Tobacco: Volume 2024-2029

Table 38 - Forecast Sales of Heated Tobacco: % Volume Growth 2024-2029

Table 39 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2024-2029

Table 40 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2024-2029

Table 42 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2024-2029

Table 43 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029

Table 44 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029

Tobacco in Taiwan - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 - Legislation Summary at a Glance

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

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 45 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 46 - Sales of Tobacco by Category: Volume 2019-2024

Table 47 - Sales of Tobacco by Category: Value 2019-2024

Table 48 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 49 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 50 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 51 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 52 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 53 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-taiwan/report.