

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

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Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dynamic growth for category in 2023

Nicotine-free sticks launch with veo from British American Tobacco

Flavour portfolios continue to expand alongside technological innovations

PROSPECTS AND OPPORTUNITIES

Strong growth outlook for e-vapour products

Sustainable initiatives will prove increasingly attractive to consumers

Chewing tobacco and nicotine pouches to remain niche

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Competitive landscape

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