



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Strong growth seen in 2024
- BubbleMon faces increased competition
- Tobacco specialists, e-commerce and convenience stores as strong channels

PROSPECTS AND OPPORTUNITIES

- Possibility of stricter legislation for e-vapour products
- Heated tobacco to rise as player increase investment in branding
- Tech advancements will drive development

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Tobacco in South Korea - Industry Overview

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2024 key trends

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

Flavoured tobacco product ban

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