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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

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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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Competitive landscape

Retail developments

What next for tobacco?

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Legislative overview

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Minimum legal smoking age

Smoking prevalence

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Health warnings

Plain packaging

Advertising and sponsorship

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