



Euromonitor
International

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

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Regulation and Enforcement Pressures Drive Steady Decline

Relx Introduces Accessible Entry-Level Devices to Lower Trial Barriers for Compliant Products

Relx's Tobacco Flavour Layering Drives Legal Channel Differentiation

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Leading Brands to Intensify Compliance and Consolidate Legal Sales

Hardware and Sensory Innovation Set to Drive Value Extraction From Existing Users

Illicit Sales to Persist but Enforcement Gradually Narrows Their Reach

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Rlx Strengthens Dominance through Compliance-Driven Consolidation and Modular Innovation

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Relx Advances Experiential Stores as Illicit Channels Undermine Independents

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in China - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Decreasing Smoking Prevalence Challenges Nicotine Growth

Regulatory Tightening Leads to Increase in Premiumisation Strategies

Cultural Storytelling and Technological Innovation Intensify Amid Regulatory Challenges

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Relx to Consolidate E-Vapour Products as Regulatory Controls Reshape Innovation

Chart 16 - Analyst Insight for Nicotine

Wang Guan Cigar Festival and Channel Reforms to Expand Cigar Appeal

Chart 17 - Forecast Volume Sales 2020-2030

Chart 18 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Provincial Leaders Intensify Consolidation as Regulatory Pressure Rises

Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Tobacco Specialists Strengthen Position as Compliance Drives Channel Consolidation

PRODUCTS

Consumer Demand and Compliance Reshape Innovation

Landmark Launches Define the New Premium Standard

Innovation Delivers Pricing Power and Structural Consolidation

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 21 - 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

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine

Chart 23 - Real Gdp Growth 2020-2030

Chart 24 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 25 - Consumer Context for Nicotine

Chart 26 - Population 2020-2030

Chart 27 - Population by Generation 2025

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