



Euromonitor
International

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

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

E-Vapour Contraction Drives Category Decline While Heated Tobacco Remains Comparatively Resilient

Cross-Format Consumption Sustains Engagement across Nicotine Alternatives

Tighter Regulation Redirects Demand and Innovation Towards Heated Tobacco

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Category Decline Forecast to Continue as Heated Tobacco Loses Volume From a High Base

E-Vapour Products Expected to Remain Constrained by Flavour Restrictions

Large Integrated Nicotine Platforms Set to Strengthen Their Position

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Dominates a Highly Concentrated Reduced-Risk Nicotine Market

Device Ecosystems and Product Innovation Drive Competitive Differentiation

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Forecourt Retailers and Supermarkets Anchor Reduced-Risk Nicotine Distribution

Online Sales Restrictions Reinforce Offline Channel Dominance

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 Slovenia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Overall Nicotine Volume Declines as Cigarette Contraction Outweighs Growth in Cigars, Cigarillos and Smoking Tobacco

Tightening Regulation Reshapes the Nicotine Landscape by Restricting Vaping Variety and Favouring Compliant Formats

Declining Smoking Prevalence Continues to Reduce the Traditional Cigarette Consumer Base

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Regulatory Intensity Is Projected to Sustain Pressure on Nicotine Volumes Despite Resilient Value Growth

Device-Based Nicotine Ecosystems Are Expected to Strengthen Their Competitive Position

Scale and Compliance Capabilities Are Projected to Reinforce Market Consolidation

Chart 15 - Forecast Volume Sales 2020-2030

Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris International Strengthens Its Heated Tobacco Position as Vaping Remains Fragmented

Compliance Capability and Ecosystem Strength Become Increasingly Important

Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

CHANNELS

Supermarkets Retain Their Lead as Tobacco Specialists Gain Modest Share

OPERATING ENVIRONMENT

Legislation

Chart 19 - 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

Flavoured Tobacco Product Ban

Reduced Harm

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 20 - Economic Context for Nicotine

Chart 21 - Real Gdp Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

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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-slovenia/report.