



Euromonitor
International

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

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Tobacco Free Oral Nicotine Continues to Drive Category Growth

Declining Smoking Prevalence Accelerates Adoption of Smoke-Free Nicotine Products

Regulatory Divergence Strengthens the Position of Tobacco Free Oral Nicotine

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Nicotine Pouches Are Expected to Drive Category Growth through Wider Accessibility and Local Production

Digital Retail Is Expected to Expand Category Access beyond Major Urban Centres

Regulatory Change Is Expected to Favour Established Players and Reshape Competition

Chart 3 - Forecast Volume Sales 2020-2030

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Chart 6 - Brand Shares 2025

CHANNELS

Traditional Retail Leads Smokeless Tobacco While Specialist Nicotine Retailers Drive Alternative Nicotine Distribution

Digital Retail Broadens Access to Vaping Products and Nicotine Alternatives

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

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2025 Developments

KEY DATA INSIGHTS

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CHANNELS

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PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 22 - Economic Context for Nicotine
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