



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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Growth Remains Resilient Due to Innovation

Zyn Pouches and Illicit E-Liquids Reshape User Habits and Product Design

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Pmi Expands Device Ecosystems, Driving Growth in Heated Tobacco

Nicotine Pouches Accelerate as Demand for Discreet Use Rises

Brand Experience Strategies and Regulation Reshape Business Models

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Chart 4 - Forecast Volume Sales by Category 2025-2030

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Top Players Strengthen Positions as Rivals Lose Share

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Chart 6 - Brand Shares 2025

CHANNELS

Vape Shops and Iqos Stores Drive Multi-Channel Growth

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ECONOMIC CONTEXT

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Chart 8 - Real Gdp Growth 2020-2030

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2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

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Zyn and Velo Capitalise on Regulation to Grow Nicotine Pouches

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CHANNELS

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CONSUMER CONTEXT

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