



Euromonitor
International

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

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco Growth Partially Offsets Continued Weakness in E-Vapour

Value-Seeking Behaviour Reinforces Demand for High-Capacity Formats and Non-Compliant Products

Regulatory Pressure Increasingly Shapes Legal Market Development

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Growth in Heated Tobacco and High-Capacity E-Vapour Formats Is Set to Outweigh Broader Category Decline

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Regulation and Enforcement Are Expected to Remain the Main Determinants of Legal Market Growth

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E-Commerce Remains Limited Despite Growth in Alternative Nicotine Formats

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Smoke-Free Retail Initiatives and High-Capacity E-Vapour Formats Illustrate Recent Innovation

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