



Euromonitor
International

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

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Ds Group and Shree Meenakshi Sustain Growth Despite Bans

Gutkha Ban Shifts Consumption to Informal and Home-Made Products

Illicit Sales and Informal Mixing Undermine Regulatory Controls

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