



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Performance of e-vapour products boosted by closed system single use

Major tobacco players gain foothold

Convenience stores gains traction in e-vapour products and retains dominance in heated tobacco

PROSPECTS AND OPPORTUNITIES

Cross-category leverage is evident with the growing prevalence of e-vapour products

Strict regulations may significantly hinder development in local market

Innovative product development is key to sustaining demand

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Tobacco in Malaysia - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Health warnings

Plain packaging laws

Advertising and sponsorship

Point-of-sale display bans

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Flavoured tobacco product ban

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SOURCES

Summary 2 - Research Sources

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