



Euromonitor
International

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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco Brands Introduce Device Upgrades to Drive Adoption

Nobacco Launches Caffeine Pouches as Alternative Stimulants Emerge

Rechargeable Systems and Hybrid Devices Gain Favour as Cost and Sustainability Concerns Grow

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Open System Innovation to Attract Price-Sensitive Vapers From Single Use

Heated Tobacco Set to Sustain Leadership as Flavour Preferences Diversify

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Chart 3 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Papastratos Cigarette and British American Tobacco Gain Ground

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Chart 5 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead as Convenience Stores Accelerate Growth through Access

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ECONOMIC CONTEXT

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[Nicotine in Greece - Industry Overview](#)

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2025 Developments

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-greece/report.