



**Euromonitor
International**

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in New Zealand

July 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong category growth despite single-use vape ban

Competitive landscape remains highly fragmented despite focus from traditional tobacco players

Other non-grocery retailers remains the leading distribution channel in 2024

PROSPECTS AND OPPORTUNITIES

Despite increased regulatory focus, strong category growth is expected to continue

Disposable vapes ban will see sales flow to other vape subcategories

Regulatory-compliant IQOS set to be launched in 2025

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Tobacco in New Zealand - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

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SOURCES

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