



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in South Korea

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

INDUSTRY PERFORMANCE

Consumer Migration Away From Combustible Cigarettes Drives Growth

Kt&G Boosts Cross-Format Loyalty with Aiim Stick Expansion

Device and Flavour Innovation Secures Retention of Nicotine Users

Chart 2 - Volume Sales 2020-2030

Chart 3 - Volume Sales by Category 2025

WHAT'S NEXT?

Device and Flavour Upgrades Drive User Retention as Growth Matures

Chart 4 - Analyst Insight for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Device Innovation and Hybrid Usage Shape Long-Term Growth Strategies

Chart 5 - Forecast Volume Sales 2020-2030

Chart 6 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Korea Inc and Kt&G?Corp Reinforce Lead through Device Ecosystems

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Convenience Stores Strengthen Repeat Purchasing through Dense Networks

Brand Websites Boost Device Sales with Direct Customer Engagement

PRODUCTS

Jti Korea Accelerates Consumer Migration with Evo Device Innovation

Kt&G Facilitates Cross-Format Loyalty with Aiim Flavour Expansion

ECONOMIC CONTEXT

Chart 9 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 13 - Population 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in South Korea - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Nicotine

INDUSTRY PERFORMANCE

Shifting Consumer Preferences Sees Decline in Cigarettes

Jiti Strengthens User Loyalty by Combining Device Upgrades and Flavour Innovation

Mons Broadens Consumer Choice with Disposable E-Vapour Launch in Convenience Stores

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Tax Reform Drives E-Vapour Price Surge and Boosts Heated Tobacco Retention

Chart 18 - Analyst Insight for Nicotine

Tax Reform Drives E-Vapour Price Surge and Boosts Heated Tobacco Retention

Chart 19 - Forecast Volume Sales 2020-2030

Chart 20 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Kt&G Extends Lead through Innovation in Reduced-Risk Products

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Convenience Stores Maintain Dominance through Accessibility and Repeat Purchases

Brand Stores and E-Commerce Support Device Sales but Face Regulatory Limits

PRODUCTS

Format Maturation and the Search for Retention-Driven Differentiation Steer Product Development

Next-Generation Device Features, Slim-Format Refinements and Friction-Free Disposables Represent the Primary Recent Innovations

Ecosystem Strength and Dual-Format Portfolio Depth Determine Which Manufacturers Capture Long-Term Value

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 23 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Tar Levels

Health Warnings

Plain Packaging

Advertising and Sponsorship

Point-Of-Sale Display Bans

Smoking in Public Places

Flavoured Tobacco Product Ban

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

Chart 24 - Economic Context for Nicotine

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Nicotine

Chart 28 - Population 2020-2030

Chart 29 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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-south-korea/report.