



Euromonitor
International

The World Market for Nicotine

July 2026

Table of Contents

Our expert's view of Nicotine in 2025

Nicotine snapshot

Key findings

INTRODUCTION

Industry evolution is framed by the poly-usage evolution of nicotine formats

Top five trends in Nicotine

Top five trends uncovered

Drivers of consumer markets and impact on nicotine

Adjacent industries and how they impact nicotine

STATE OF THE INDUSTRY

Nicotine industry continues to pivot from combustibles to next-generation categories

Geographic performance is tied to the adoption of RRP and underline structure

More energetic geographic expansion is needed for RRP to offset combustion decline

Illicit market no longer peripheral to industry performance

Asia Pacific anchors illicit cigarette volumes while policy tightening fuels outliers

Access and product gaps drive the growth of non-compliant e- vapour

CONSUMERS

Global adoption of RRP continues to gain momentum

Daily usage continues to climb across categories

Replacement is non-linear, rather a web of exploration

COMPANIES AND PRODUCTS

Key global players continue to dominate the global landscape

Top players continue to reduce dependence on combustion

Portfolio consolidation shows different strategic priorities across global players

Cigarettes : Focus on incremental innovation with few bets on long-term innovation

RRPs: Broad landscape of innovation priorities

Regulatory landscape

CHANNELS

Industry distribution continues to polarise under regulatory pressure

Routes to market evolve as the product landscape transitions to RRP

FUTURE OUTLOOK

RRPs need to grow faster to offset the decline in traditional products

Regional divergence demands tailored strategies across regions

Combustion continues to be a powerful growth engine in selected markets

The divide in format conversion and adoption

RRPs drive volume resilience as macro tailwinds offset structural decline

Portfolio management and innovation is critical as regulatory pressures grow

CONCLUSION

Outside pressures persist while the industry needs to diversify and create opportunities

Key findings

Our expert's view of Nicotine to 2030

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