



Euromonitor  
International

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in El Salvador

August 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

### INDUSTRY PERFORMANCE

Millennials and Gen Z Drive Dual Use of Vapes and Capsule Cigarettes

Health Campaigns and Lack of Vape Regulation Accelerate Uptake among Youth

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

### WHAT'S NEXT?

E-Vapour Products to Remain Dominant among Price-Sensitive Consumers

Absence of Regulation to Fuel Vape Growth but Prompt Scrutiny

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

E-Vapour Landscape Underscored by Fragmentation

### CHANNELS

Specialised Outlets Expand Urban Vape Access

Retail E-Commerce Grows through Convenience and Broader Selection

### ECONOMIC CONTEXT

Chart 5 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 8 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 9 - Population 2020-2030

Chart 10 - Population by Generation 2025

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[Nicotine in El Salvador - Industry Overview](#)

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

### INDUSTRY PERFORMANCE

Government Action against Smuggling Fuels Legal Cigarette Sales Recovery

Global Players Gain From Shrinking Illicit Trade

Anti-Tobacco Campaigns and Youth Health Focus Reshape Nicotine Use

Chart 11 - Volume Sales 2020-2030

Chart 12 - Volume Sales by Category 2025

### WHAT'S NEXT?

Traditional Formats to Slow as Modern Nicotine Gains Ground

Regulatory Pressure and Stable Economics to Define the Business Environment

Chart 13 - Forecast Volume Sales 2020-2030

Chart 14 - Forecast Volume Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Phillip Morris and Distribuidora Morazán Adjust Flavour Strategy to Defend Lead

Chart 15 - Company Shares 2025

Chart 16 - Brand Shares 2025

## CHANNELS

Supermarket Chains Consolidate Reach as Security Context Improves

Strict Tobacco Controls Restrict E-Commerce to Specialised Vape Retailers

## OPERATING ENVIRONMENT

Legislative Overview

Chart 17 - Legislation Summary at a Glance

Minimum Legal Smoking Age

Smoking Prevalence

Smoking in Public Places

Tar Levels

Advertising and Sponsorship

Vapour Products

Health Warnings

## ECONOMIC CONTEXT

Chart 18 - Economic Context for Nicotine

Chart 19 - Real Gdp Growth 2020-2030

Chart 20 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 21 - Consumer Context for Nicotine

Chart 22 - Population 2020-2030

Chart 23 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

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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-el-salvador/report](https://www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-el-salvador/report).

