

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

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Closed system single use reaches its peak Negative image intensifies in Germany Inflation exerts pressure on heated tobacco products

PROSPECTS AND OPPORTUNITIES

E-vapour products to remain under pressure Possible flavour ban could hamper stronger e-liquid sales Ploom X enters local market to expand heated tobacco offer

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CATEGORY DATA

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Tobacco in Germany - Industry Overview

EXECUTIVE SUMMARY

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OPERATING ENVIRONMENT

Legislation Legislative overview Summary 1 - 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 Low ignition propensity (LIP) cigarette regulation Flavoured tobacco product ban Reduced harm Vapour products

PRODUCTION/IMPORTS/EXPORTS

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