



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

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued growth for vaping and heated tobacco
Healthy volume growth for nicotine pouches
Smokeless tobacco also popular, though registers slight volume decline

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Tobacco in Pakistan - Industry Overview

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Smoking prevalence

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Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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