



Smokeless Tobacco, E-Vapour Products and Heated Tobacco in the Netherlands

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Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth driven by young adults and dual users
Large vaping stores open outlets just across the border in Belgium and Germany
Growth of illicit flavoured products is likely

PROSPECTS AND OPPORTUNITIES

Negative pressure on e-vapour sales due to regulation and saturation
Introduction of excise tax for e-cigarettes
New products to circumvent ban on flavours

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2018-2023

CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2018-2023
Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2018-2023
Table 4 - Sales of E-Vapour Products by Category: Volume 2018-2023
Table 5 - Sales of E-Vapour Products by Category: % Volume Growth 2018-2023
Table 6 - Sales of Tobacco Heating Devices: Volume 2018-2023
Table 7 - Sales of Tobacco Heating Devices: % Volume Growth 2018-2023
Table 8 - Sales of Heated Tobacco: Volume 2018-2023
Table 9 - Sales of Heated Tobacco: % Volume Growth 2018-2023
Table 10 - Sales of Tobacco Free Oral Nicotine: Volume 2018-2023
Table 11 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2018-2023
Table 12 - Sales of Tobacco Free Oral Nicotine by Category: Value 2018-2023
Table 13 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2018-2023
Table 14 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023
Table 15 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023
Table 16 - Sales of E-Liquids by Nicotine Strength: % Value 2020-2023
Table 17 - NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023
Table 18 - LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023
Table 19 - NBO Company Shares of E-Vapour Products: % Value 2019-2023
Table 20 - LBN Brand Shares of E-Vapour Products: % Value 2020-2023
Table 21 - NBO Company Shares of Tobacco Heating Devices: % Volume 2019-2023
Table 22 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2020-2023
Table 23 - NBO Company Shares of Heated Tobacco: % Volume 2019-2023
Table 24 - LBN Brand Shares of Heated Tobacco: % Volume 2020-2023
Table 25 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2019-2023
Table 26 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2020-2023
Table 27 - Distribution of Smokeless Tobacco by Format: % Volume 2018-2023
Table 28 - Distribution of E-Vapour Products by Format: % Value 2018-2023
Table 29 - Distribution of Tobacco Heating Devices by Format: % Volume 2018-2023
Table 30 - Distribution of Heated Tobacco by Format: % Volume 2018-2023
Table 31 - Forecast Sales of Smokeless Tobacco by Category: Volume 2023-2028
Table 32 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2023-2028
Table 33 - Forecast Sales of E-Vapour Products by Category: Volume 2023-2028
Table 34 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2023-2028
Table 35 - Forecast Sales of Tobacco Heating Devices: Volume 2023-2028
Table 36 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2023-2028

Table 37 - Forecast Sales of Heated Tobacco: Volume 2023-2028

Table 38 - Forecast Sales of Heated Tobacco: % Volume Growth 2023-2028

Table 39 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2023-2028

Table 40 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2023-2028

Table 41 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2023-2028

Table 42 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2023-2028

Table 43 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028

Table 44 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

Tobacco in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for tobacco?

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

MARKET INDICATORS

Table 45 - Number of Adult Smokers by Gender 2018-2023

MARKET DATA

Table 46 - Sales of Tobacco by Category: Volume 2018-2023

Table 47 - Sales of Tobacco by Category: Value 2018-2023

Table 48 - Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 49 - Sales of Tobacco by Category: % Value Growth 2018-2023

Table 50 - Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 51 - Forecast Sales of Tobacco by Category: Value 2023-2028

Table 52 - Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 53 - Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

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SOURCES

Summary 2 - Research Sources

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