



**Euromonitor
International**

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

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

E-Liquid Tax Drives Shift to Oral Nicotine and Rationalised Vape Ranges

Nicotine Pouches Gain Traction as Users Seek Alternatives to Vaping

Retailers and Brands Adapt Strategies to Keep Nicotine Users Engaged

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Manufacturers Broaden Nicotine Offerings as Regulations Accelerate Portfolio Shifts

Oral Nicotine Emerges as Fastest-Growing Format Amid Vaping Restrictions

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Consolidation Accelerates under Regulatory Pressure

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Compliance-Driven Stores Reduce Impulse Purchases and Favour Specialist Channels

E-Commerce Supports Specialist and Repeat Purchases in E-Vapour

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

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[Nicotine in Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Vape Tax and Regulatory Changes Drive Multi-Format Shift

Cigarette Volume Continues to Decline

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Regulation and Consumer Shifts Bring Continued Decline
Compliance and Diversification Become Critical for Growth
Chart 15 - Forecast Volume Sales 2020-2030
Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Gallaher Maintains Leadership as Compliance and Scale Drive Consolidation
Chart 17 - Company Shares 2025
Chart 18 - Brand Shares 2025

CHANNELS

Regulation Drives Consolidation across Nicotine Retail
E-Commerce Supports Hybrid Purchasing for E-Vapour but Faces Limits

ECONOMIC CONTEXT

Chart 19 - Economic Context for Nicotine
Chart 20 - Real Gdp Growth 2020-2030
Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Nicotine
Chart 23 - Population 2020-2030
Chart 24 - Population by Generation 2025

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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-ireland/report.