



Euromonitor
International

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

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

KEY INDUSTRY TRENDS

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Declining Smoking Prevalence Drives Growth in Alternative Nicotine Formats

Cross-Format Usage and Regulatory Change Shape Competitive Dynamics

Chart 2 - Volume Sales 2020-2030

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