



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

July 2026

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Mexico - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

E-Vapour Ban Drives Illicit Trade and Changes Market Landscape

Heated Tobacco and Pouches Attract Urban Adults Amid Tightening Rules

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Heated Tobacco to Gain Ground as Vaping Faces New Restrictions

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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CHANNELS

Tobacco Specialists Sustain Access as Regulations Tighten

E-Commerce and Vending Enable Illicit Trade but Face Imminent Shutdown

ECONOMIC CONTEXT

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CONSUMER CONTEXT

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Chart 10 - Population by Generation 2025

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[Nicotine in Mexico - Industry Overview](#)

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2025 Developments

KEY DATA INSIGHTS

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Encodat Findings Drive Long-Term Decline in Smoking Rates

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WHAT'S NEXT?

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Heated Tobacco and Pouches to Gain Traction as Alternatives Diversify

Chart 15 - Forecast Volume Sales 2020-2030

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CHANNELS

Small Local Grocers Maintain Dominance as Convenience Stores Expand Reach

Regulatory Barriers Eliminate Online Nicotine Sales and Limit Channel Innovation

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Consumer Demand and Portfolio Diversification Fuel Product Development

Pmi and Bat Advance Their Positions through Targeted Product Launches

Portfolio Breadth and Channel Capability Define Competitive Advantage

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Smoking Prevalence

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Flavoured Tobacco Product Ban

Vapour Products

PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

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Chart 21 - Real Gdp Growth 2020-2030

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CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

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