



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Boom in sales of e-vapour and heated tobacco products
- CHIC and Philip Morris dominate sales of e-vapour products and heated tobacco
- E-vapour and heated tobacco sales shift towards modern retail channels

PROSPECTS AND OPPORTUNITIES

- Tax reforms will reshape the market
- Heated tobacco faces flavour ban, but innovation set to sustain growth
- Innovation will drive growth in heated tobacco devices, while e-vapour faces strategic pause

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Tobacco in Poland - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

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