



Euromonitor  
International

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Colombia

June 2025

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

- Dynamic growth driven by innovation and price reductions
- Competition in e-vapour devices increasing with the entrance of new players
- E-commerce is a key distribution channel for e-vapour and heated tobacco products

### PROSPECTS AND OPPORTUNITIES

- E-vapour products to remain the best performers
- Nicotine pouches emerge as an appealing alternative
- Regulatory changes to spur innovation

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## Tobacco in Colombia - Industry Overview

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Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail 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

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### SOURCES

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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-colombia/report](http://www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-colombia/report).