



Euromonitor  
International

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

July 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

### INDUSTRY PERFORMANCE

Shift to Vaping Drives Multi-Format Nicotine Uptake

E-Vapour Brands Capitalise on Regulatory Ambiguity to Boost Sales

Draft Legislation Delays Reshape Investment and Innovation Strategies

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

### WHAT'S NEXT?

Consumers Favour Closed-System Vapes as Retailers Expand Access

Tobacco Free Oral Nicotine Set to Continue Surging

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Stiith and Geekvape Erode Vuse Dominance as Flavour and Innovation Win Share

Affordable Innovation Pushes British American Tobacco's Single-Use Strategy

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

### CHANNELS

Convenience Retailers Capture Demand as Consumers Shift to Closed Systems

Online Delivery Platforms Accelerate Growth of Digital Sales Channels

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Chart 9 - Inflation 2020-2030

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

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[Nicotine in Peru - Industry Overview](#)

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2025 Developments

### KEY DATA INSIGHTS

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Ministry of Health'S Anti-Smoking Campaign Drives Further Decline in Daily Use

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## WHAT'S NEXT?

Disposable E-Vapour Products and Price Polarisation to Reshape Nicotine

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Cigarette Volumes Set to Falter Further as Alternatives Surge

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

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Vuse Challenges Stith and Geekvape with Flavour Variety

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

## CHANNELS

Discounters Attract Price-Sensitive Smokers as Small Grocers Lose Ground

## PRODUCTS

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British American Tobacco and Philip Morris Advance Differentiated Launch Strategies

Portfolio Innovation Reinforces Resilience Amid Structural Pressure

## OPERATING ENVIRONMENT

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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

## PRODUCTION/IMPORTS/EXPORTS

## ECONOMIC CONTEXT

Chart 23 - Economic Context for Nicotine

Chart 24 - Real GDP Growth 2020-2030

Chart 25 - Inflation 2020-2030

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Chart 26 - Consumer Context for Nicotine

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

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