



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

November 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unorganised marketplace and unethical practices drive smokeless tobacco in India

The government implements a ban on e-vapour products to prevent the category from becoming mainstream

The ban on Electronic Nicotine Delivery Systems (ENDS) spells the end for heated tobacco products in India

PROSPECTS AND OPPORTUNITIES

Smokeless tobacco escapes the impact of regulation and legislation to some extent

Illicit e-vapour products continue to be an issue for the government

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Tobacco in India - Industry Overview

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Minimum legal smoking age

Smoking prevalence

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SOURCES

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