



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

August 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Performance of e-vapour products boosted by closed system single use
- Major tobacco players gain foothold
- Convenience stores gains traction in e-vapour products and retains dominance in heated tobacco

PROSPECTS AND OPPORTUNITIES

- Cross-category leverage is evident with the growing prevalence of e-vapour products
- Strict regulations may significantly hinder development in local market
- Innovative product development is key to sustaining demand

CATEGORY INDICATORS

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Tobacco in Malaysia - 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

Health warnings

Plain packaging laws

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

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Vapour products

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SOURCES

Summary 2 - Research Sources

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