



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

New generation nicotine products are still on the rise
Philip Morris continues to dominate heated tobacco while e-vapour remains highly competitive
Vending gains momentum, but tobacco specialists remain dominant channel

PROSPECTS AND OPPORTUNITIES

Alternative nicotine products set for continued growth
Stringent tobacco laws will be extended to non-tobacco products
Product innovation will focus on transition to closed system rechargeable devices

CATEGORY INDICATORS

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Tobacco in Austria - Industry Overview

EXECUTIVE SUMMARY

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

PRODUCTION/IMPORTS/EXPORTS

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SOURCES

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