



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

E-vapour products are the big winners, thanks to ongoing category development and consumers switching away from traditional tobacco

Hexa and Vuse remain the leaders, as Philip Morris also enters category

Convenience retailers remain important for sales of e-vapour products

PROSPECTS AND OPPORTUNITIES

Positive sales expected to continue for e-vapour products, thanks to evolving consumer habits

The display ban is not expected to significantly impact e-vapour products — albeit, dependent on the style of retailer

Innovation will be key in adapting to the new regulatory environment

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2019-2024

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Tobacco in Belgium - Industry Overview

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2024 key trends

Competitive landscape

Retail developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Reduced harm

Vapour products

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SOURCES

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