



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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Heated Tobacco Brands Introduce Device Upgrades to Drive Adoption

Nobacco Launches Caffeine Pouches as Alternative Stimulants Emerge

Rechargeable Systems and Hybrid Devices Gain Favour as Cost and Sustainability Concerns Grow

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Open System Innovation to Attract Price-Sensitive Vapers From Single Use

Heated Tobacco Set to Sustain Leadership as Flavour Preferences Diversify

Consumer Income Stability to Support Innovation-Driven Growth Pathways

Chart 3 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Papastratos Cigarette and British American Tobacco Gain Ground

Chart 4 - Company Shares 2025

Chart 5 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead as Convenience Stores Accelerate Growth through Access

Specialist Retailers Drive E-Commerce Growth with Promotional Innovation

ECONOMIC CONTEXT

Chart 6 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 7 - Real GDP Growth 2020-2030

Chart 8 - Inflation 2020-2030

CONSUMER CONTEXT

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Chart 10 - Population 2020-2030

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[Nicotine in Greece - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

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INDUSTRY PERFORMANCE

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Tourism and Greek Outdoor Lifestyles Sustain Broad Nicotine Demand

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WHAT'S NEXT?

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Chart 14 - Forecast Volume Sales 2020-2030

Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Convenience Stores Gain Ground as Small Local Grocers Decline

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Smoking Prevalence

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Reduced Harm

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ECONOMIC CONTEXT

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Chart 21 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 22 - Consumer Context for Nicotine

Chart 23 - Population 2020-2030

Chart 24 - Population by Generation 2025

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