



Euromonitor
International

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

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Flavour Ban and Tax Increases Bring Growth Momentum to a Halt

Declining Smoking Prevalence Accelerates Migration Towards Alternative Nicotine Formats

Tightening Regulation Reshapes Innovation across Nicotine Alternatives

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Reduced-Harm Alternatives Forecast to Sustain Growth Despite Higher Taxes

Flavoured E-Vapour Products Set to Support Demand Amid Regulatory Uncertainty

Tighter Regulation Set to Reshape the Future of Nicotine Pouches

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

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Philip Morris Remains Dominant as Competition Intensifies across Alternative Nicotine Formats

Elf Bar Strengthens Its Position through Innovation and Retail Visibility

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Food, Drink and Tobacco Specialists Lead While Grocery and Online Channels Expand Access

Online Purchases Gain Traction among Value-Conscious Vapers

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Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

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[Nicotine in Slovakia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Alternative Nicotine Products Outperform as Cigarette Volume Decline Continues

Declining Smoking Prevalence Continues to Reduce the Traditional Smoker Base

Alternative Nicotine Products Gain Momentum through Innovation and Broader Consumer Appeal

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Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Fiscal and Regulatory Pressure Are Projected to Sustain Nicotine Volume Decline

Alternative Nicotine Products Are Expected to Strengthen Their Position

Core Brands and Targeted Innovation Are Expected to Support Portfolio Maintenance

Chart 15 - Forecast Volume Sales 2020-2030

Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Slovakia Leverages Brand Strength to Withstand Rising Competition

Alternative Nicotine Formats Intensify Competition for Established Players

Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

CHANNELS

Tobacco Specialists and Supermarkets Remain Central as Purchasing Shifts Towards Larger Retail Formats

E-Commerce Supports Alternative Nicotine Products While Traditional Smoking Remains Offline

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Smoking Prevalence

Tar Levels

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Flavoured Tobacco Product Ban

Reduced Harm

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PRODUCTION/IMPORTS/EXPORTS

ECONOMIC CONTEXT

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Chart 21 - Real Gdp Growth 2020-2030

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Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

Chart 25 - Population by Generation 2025

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