



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in New Zealand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong category growth despite single-use vape ban

Competitive landscape remains highly fragmented despite focus from traditional tobacco players

Other non-grocery retailers remains the leading distribution channel in 2024

PROSPECTS AND OPPORTUNITIES

Despite increased regulatory focus, strong category growth is expected to continue

Disposable vapes ban will see sales flow to other vape subcategories

Regulatory-compliant IQOS set to be launched in 2025

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2019-2024

CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2019-2024

Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2019-2024

Table 4 - Sales of E-Vapour Products by Category: Volume 2019-2024

Table 5 - Sales of E-Vapour Products by Category: % Volume Growth 2019-2024

Table 6 - Sales of Tobacco Heating Devices: Volume 2019-2024

Table 7 - Sales of Tobacco Heating Devices: % Volume Growth 2019-2024

Table 8 - Sales of Heated Tobacco: Volume 2019-2024

Table 9 - Sales of Heated Tobacco: % Volume Growth 2019-2024

Table 10 - Sales of Tobacco Free Oral Nicotine: Volume 2019-2024

Table 11 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2024

Table 12 - Sales of Tobacco Free Oral Nicotine by Category: Value 2019-2024

Table 13 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2019-2024

Table 14 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2019-2024

Table 15 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2019-2024

Table 16 - Sales of E-Liquids by Nicotene Strength: % Value 2021-2024

Table 17 - NBO Company Shares of Smokeless Tobacco: % Volume 2020-2024

Table 18 - LBN Brand Shares of Smokeless Tobacco: % Volume 2021-2024

Table 19 - NBO Company Shares of E-Vapour Products: % Value 2020-2024

Table 20 - LBN Brand Shares of E-Vapour Products: % Value 2021-2024

Table 21 - NBO Company Shares of Tobacco Heating Devices: % Volume 2020-2024

Table 22 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2021-2024

Table 23 - NBO Company Shares of Heated Tobacco: % Volume 2020-2024

Table 24 - LBN Brand Shares of Heated Tobacco: % Volume 2021-2024

Table 25 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2020-2024

Table 26 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2021-2024

Table 27 - Distribution of Smokeless Tobacco by Format: % Volume 2019-2024

Table 28 - Distribution of E-Vapour Products by Format: % Value 2019-2024

Table 29 - Distribution of Tobacco Heating Devices by Format: % Volume 2019-2024

Table 30 - Distribution of Heated Tobacco by Format: % Volume 2019-2024

Table 31 - Forecast Sales of Smokeless Tobacco by Category: Volume 2024-2029

Table 32 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2024-2029

Table 33 - Forecast Sales of E-Vapour Products by Category: Volume 2024-2029

Table 34 - Forecast Sales of E-Vapour Products by Category: % Volume Growth 2024-2029

Table 35 - Forecast Sales of Tobacco Heating Devices: Volume 2024-2029

Table 36 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2024-2029

Table 37 - Forecast Sales of Heated Tobacco: Volume 2024-2029

Table 38 - Forecast Sales of Heated Tobacco: % Volume Growth 2024-2029

Table 39 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2024-2029

Table 40 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2024-2029

Table 41 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2024-2029

Table 42 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2024-2029

Table 43 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2024-2029

Table 44 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2024-2029

Tobacco in New Zealand - 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

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 45 - Number of Adult Smokers by Gender 2019-2024

MARKET DATA

Table 46 - Sales of Tobacco by Category: Volume 2019-2024

Table 47 - Sales of Tobacco by Category: Value 2019-2024

Table 48 - Sales of Tobacco by Category: % Volume Growth 2019-2024

Table 49 - Sales of Tobacco by Category: % Value Growth 2019-2024

Table 50 - Forecast Sales of Tobacco by Category: Volume 2024-2029

Table 51 - Forecast Sales of Tobacco by Category: Value 2024-2029

Table 52 - Forecast Sales of Tobacco by Category: % Volume Growth 2024-2029

Table 53 - Forecast Sales of Tobacco by Category: % Value Growth 2024-2029

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SOURCES

Summary 2 - Research Sources

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