



Euromonitor
International

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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Growth Remains Steady Despite Excise Tax and Vat Hikes

Disposable Menthol E-Vapour Products Drive Sales Resilience

Philip Morris Leverages Regulatory Gaps to Consolidate Heated Tobacco Gains

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Tobacco Free Oral Nicotine Accelerates as E-Vapour Retains Lead

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Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

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Chart 6 - Brand Shares 2025

CHANNELS

Grocery Retailers Capture Heated Tobacco Sales as Specialised Stores Decline

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2025 Developments

KEY DATA INSIGHTS

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Chart 16 - Forecast Volume Sales by Category 2025-2030

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CHANNELS

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Chart 21 - Real Gdp Growth 2020-2030

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Chart 24 - Population 2020-2030

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