



Euromonitor
International

Japan Tobacco Inc in Tobacco

January 2026

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

Japan Tobacco Inc's global footprint

International tobacco business drives revenue growth

Company overview

Daily usage rebounds across categories

Smoke-free portfolios continue to expand their footprint

Smoke-free products gaining in importance for JTI

Ploom AURU provides a boost to JTI's heated tobacco performance

Broader geographic expansion needed for nicotine pouches to reach a global audience

JTI has only a limited presence in e-vapour and nicotine pouches

EXPOSURE TO FUTURE GROWTH

Regulatory landscape

Premium cigarettes expected to continue gaining share in Turkey

"Big Three" regional markets for heated tobacco

Japan will remain the major heated tobacco market

Nicotine pouches offer major potential

COMPETITIVE POSITIONING

Relative performance

JTI to use pharmaceutical sale to help fund its nicotine business

JTI acquires Liggett Vector Brands in the US to boost its share in discount segment

Key brands

Key categories and markets

KEY FINDINGS

Key summary

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/japan-tobacco-inc-in-tobacco/report.