



Euromonitor  
International

# The Future of Inhalation

March 2025

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Inhalation is big business

Defining inhalation

Large defensive play and offensive growth opportunities for inhalation long term

## FUTURE INHALATION DYNAMICS

Evolution of a range of intrinsic and extrinsic pressures will shape inhalation

Challenge to maximise efficacy and satisfaction while minimising risk

The need to cut through perception to establish common science is existential

Walking the tightrope between visibility and social hygiene

More mindful recreation may dent inhalation but therapeutic avenues open

Innovation and scale create environmental challenges

Sensorial and ritual in modernity: Maintaining virtues while discarding vices

## PUBLIC AND REGULATORY PERCEPTION

Public and regulatory perception is core to every future scenario for inhalation

Addressing a collective gap in knowledge on inhalation safety

Industry stakeholders must proactively reassure on youth access

Sustainability regulation will become increasingly disruptive

Smart devices will pose unprecedented data usage questions to society

Transparency and innovation have proved successful in adjacent contexts

## EMERGING INNOVATION AND CONSUMPTION TRENDS

Far from past ubiquity, short of oblivion: Cigarettes are set for an ongoing niche

Current innovation trends provide baseline for future developments

Not your parents' device: Repositioning inhalation for a brave new world

The everything vape

Expanded substance set holds key to future growth for inhaled products

Illicit consumption is likely to continue to play a large role in the inhalation universe

Major implications of connected inhalation

Companies must prepare for potentially revolutionary applications

## CONCLUSION

Recommendations/Opportunities for growth

Our expert's view on inhalation's future

Evolution of inhalation

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-future-of-inhalation/report](http://www.euromonitor.com/the-future-of-inhalation/report).