



Euromonitor  
International

# Competitor Strategies in Nicotine

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Transformation must speed up in response to the decline in combustion products

Combustion remains a key revenue contributor

Growth opportunities in niche combustion segments are enabled by affordability

Profitability, resilience and transformation

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

Imperial looks to capture growth in value cigarettes with new Paramount brand

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Smoke-free portfolios continue to expand their footprint

Navigating dual usage and consumer conversion

PMI pushes forward with a broader HTP ecosystem

Vuse Ultra looks to expand range for premium vapour products

JTI continues to expand Ploom's international presence, including the US

Nicotine pouches, lead by Zyn, continue to expand rapidly

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Altria and KT&G will work together to explore opportunities outside nicotine

PMI dips its toes in cannabis through subsidiary Aspeya (formerly Fertin )

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### About Euromonitor International

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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:

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