



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

July 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

E-Vapour Products Drive Category Growth as Competing Formats Remain Absent

Dual-Use Behaviour and Flavour Innovation Broaden the Consumer Base

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

E-Vapour Set to Consolidate Its Position as Category Volume Grows Steadily

Heated Tobacco Represents a Medium-Term Opportunity Contingent on Regulatory Development

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Distribution Reach and Format Flexibility Determine Brand Leadership

CHANNELS

Specialist Vape Shops Widen Product Choice

Omnichannel Retailers Strengthen Engagement with Digital Consumers

ECONOMIC CONTEXT

Chart 5 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 6 - Real Gdp Growth 2020-2030

Chart 7 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 8 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 9 - Population 2020-2030

Chart 10 - Consumer Expenditure 2020-2030

Chart 11 - Population by Generation 2025

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[Nicotine in Honduras - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nicotine Consumption Declines Despite Resilient Consumer Spending

Ongoing Shift Towards Dual-Format Nicotine Use

Chart 12 - Volume Sales 2020-2030

Chart 13 - Volume Sales by Category 2025

WHAT'S NEXT?

Cigarette Decline Continues as Smoke-Free Alternatives Gain Traction

E-Vapour Products Emerge as the Key Growth Engine in Nicotine

Chart 14 - Forecast Volume Sales 2020-2030

Chart 15 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Tabacalera Hondureña Widens Its Lead in a Highly Concentrated Market

Chart 16 - Company Shares 2025

Chart 17 - Brand Shares 2025

CHANNELS

Neighbourhood Stores Sustain Reach as Supermarkets and Convenience Formats Capture Growth

E-Commerce Remains Niche as Illicit Online Sales Gain Visibility

ECONOMIC CONTEXT

Chart 18 - Economic Context for Nicotine

Chart 19 - Real Gdp Growth 2020-2030

Chart 20 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 21 - Consumer Context for Nicotine

Chart 22 - Population 2020-2030

Chart 23 - Population by Generation 2025

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