

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

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Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Malaysia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heated tobacco continues to gain traction among younger Malaysian adults of legal smoking age in 2023 Fragmentation characterises e-vapour landscape in Malaysia Innovation, affordability and accessibility boost e-vapour products

PROSPECTS AND OPPORTUNITIES

Reversal on legislation is likely to boost the performance of e-vapour products over the forecast period Significant new product development is anticipated in e-vapour products Major players sent to add dynamism to heated tobacco products

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Tobacco in Malaysia - Industry Overview

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OPERATING ENVIRONMENT

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