



# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Chile

June 2024

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Closed system single use continues strong growth trajectory in 2023

Social media as influential strategy to attract potential consumers

Monster Vape Labs retains leadership of e-vapour products due to strength in open vaping systems

### PROSPECTS AND OPPORTUNITIES

Consumers' perception of e-vapour products as less harmful than smoking tobacco will continue to drive sales

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