

Global Heated Tobacco Products  
Market: Analysis By Product  
Type (Leaf and Stick),  
Distribution Channel (Online  
and Offline), By Region Size and  
Trends with Impact of COVID-  
19 and Forecast up to 2027

December 2022



# Global Heated Tobacco Products Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Regional Market Analysis

Impact Of COVID 19

Dynamics

Competitive Landscape

Company Profiling

# Global Heated Tobacco Products Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Heated Tobacco Products Market: Analysis By Product Type (Leaf and Stick), Distribution Channel (Online and Offline), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2027
Coverage	Global and Regional
Regional Coverage	North America (The US, Canada, and Mexico), Europe (Germany, UK, France, Italy, Spain and Rest of Europe), Asia Pacific (China, Japan, India, South Korea and Rest of Asia Pacific), and Rest of the World
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2027
Competition in the Market	Consolidated
Key Players	British American Tobacco P.L.C. (BAT), Philip Morris International Inc. (PMI), Japan Tobacco Inc. (Japan Tobacco International), Altria Group Inc. (Altria), Korean Tobacco and Ginseng Corp. (KT&G), Imperial Brands PLC and Vapor Tobacco Manufacturing LLC (3T Organic)

# Global Heated Tobacco Products Market: Coverage

## Executive Summary

Heated tobacco products (HTPs) also known as “heat-not-burn” products are used to heat processed tobacco without reaching ignition to create an aerosol or smoke, allowing users to inhale nicotine, non-tobacco addictives and other chemicals through their mouth. HTPs may also contain additives not found in tobacco, including flavoring chemicals. HTPs are based on the principle that burning tobacco is unnecessary to liberate nicotine. The value of global HTP market in 2021 stood at US\$4.16 billion, and is likely to reach US\$7.97 billion by 2027. In terms of volume, the global HTP market, stood at 4180.37 ton in 2021 and is likely to reach 7452.80 ton by 2027.

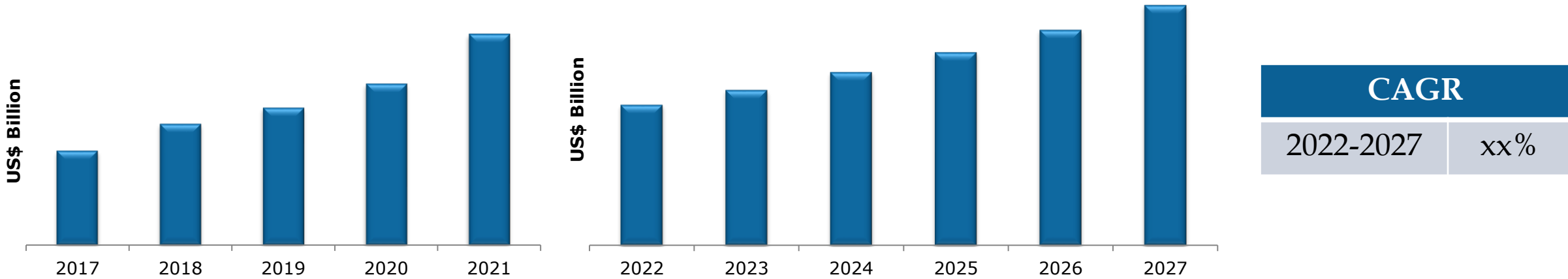
The global heated tobacco products market can be segmented on the basis of product type (stick and leaf) and distribution channel (online and offline). On the basis of product type, stick heated tobacco products held the major share of the market, both in terms of value and volume. On the basis of distribution channel, offline heated tobacco products market held the major share of the market. Based on region, North America is dominating the market, both in terms of value and volume.

The COVID-19 brought in many changes in the world in terms of reduced productivity, loss of life, business closures, close down of factories and organizations, and shift to online mode of work. With rising number of deaths creating a havoc and people forbidden to leave their homes except to obtain basic necessities and healthcare, lockdown policies created a lot of stress and anxiety in the minds of people. This led to a global rise in smoking among people owing to the negative impact of COVID-19 on mental health of individuals because of job loss, rising number of deaths and all day confinement inside the house.

The global HTP market has increased in 2021 and projections are made that the market would continue to rise in the next five years i.e. 2022-2027 tremendously. The demand for HTP devices has increased significantly in recent years due to rising income of individuals, decrease in consumption of cigarettes, rising health awareness, etc. Further, the market is expected to grow owing to rising retail e-commerce, rise in digital advertising, etc. in recent years. Yet the market faces some challenges such as rising popularity of alternative tobacco products, stringent regulations, lack of scientific proof, etc.

# Heated Tobacco Products Market: Global Analysis

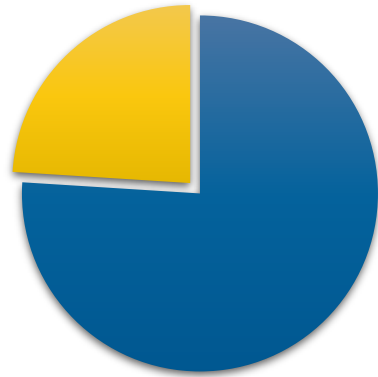
## Global Heated Tobacco Products Market by Value



Global heated tobacco products market was valued at US\$... billion in 2021 and is anticipated to reach up to US\$... billion by 2027 from US\$... billion in 2022, with a CAGR of xx%.

# Heated Tobacco Products Market: Global Analysis

Global Heated Tobacco Products Market Value by Product Type; 2021



Product Type	Share
Leaf	xx%
Stick	xx%

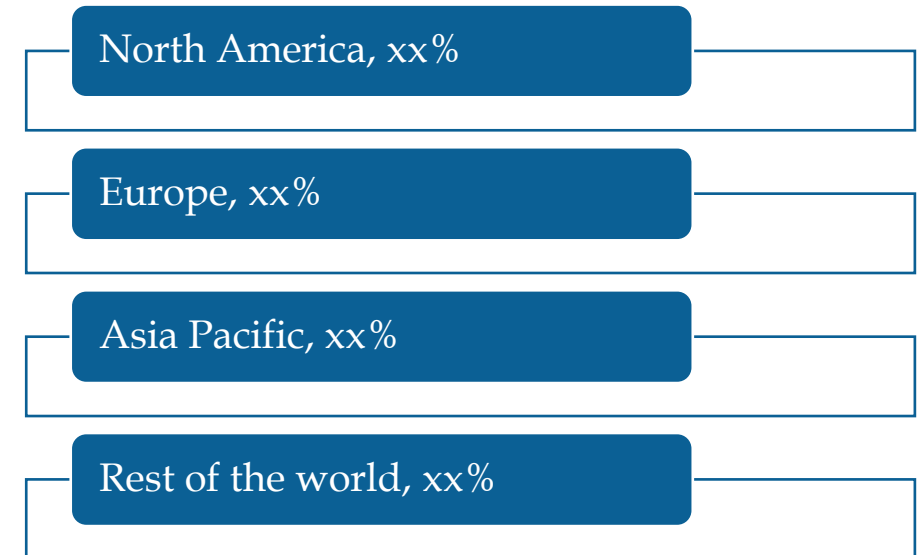
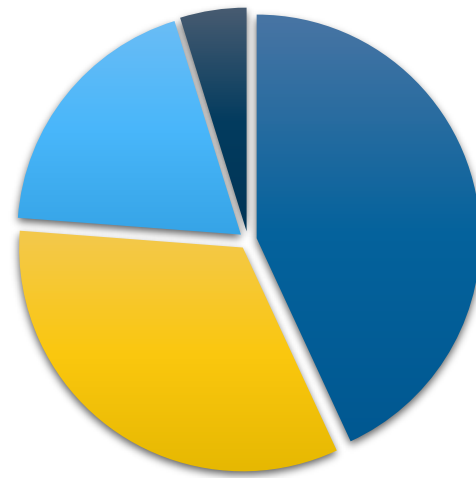
Global Heated Tobacco Products Market Value by Distribution Channel; 2021



Distribution Channel	Share
Online	xx%
Offline	xx%

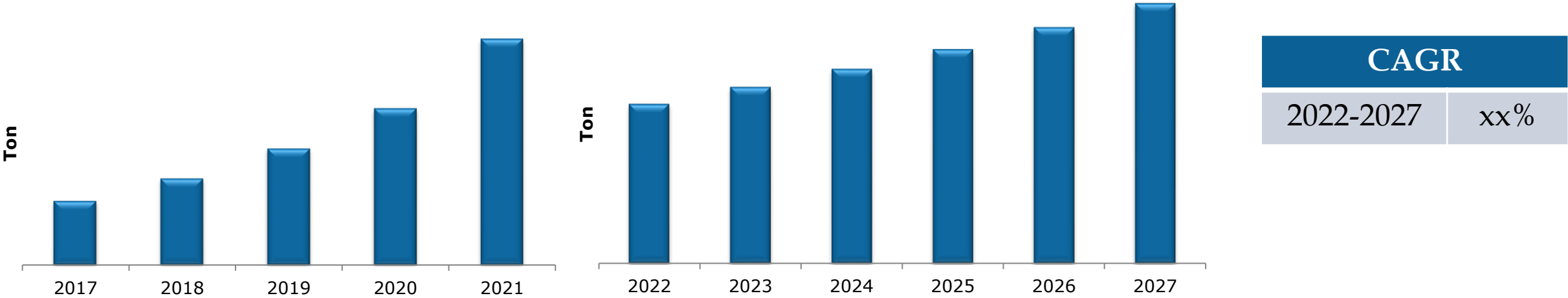
# Heated Tobacco Products Market: Global Analysis

**Global Heated Tobacco Products Market Value by Region; 2021**



# Heated Tobacco Products Market: Global Analysis

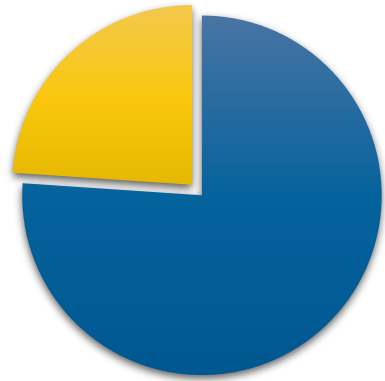
### Global Heated Tobacco Products Market by Volume



The volume of Global heated tobacco products market was at ... ton in 2021 and is anticipated to reach up to ... ton by 2027 from ... ton in 2022, with a CAGR of xx%.

# Heated Tobacco Products Market: Global Analysis

**Global Heated Tobacco Products Market Volume by Product Type; 2021**



Product Type	Share
Leaf	xx%
Stick	xx%

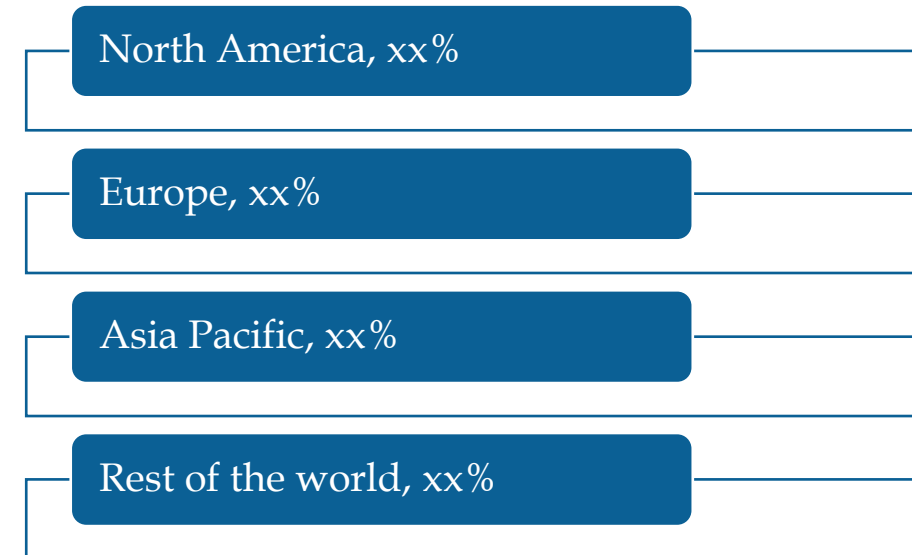
**Global Heated Tobacco Products Market Volume by Distribution Channel; 2021**



Distribution Channel	Share
Online	xx%
Offline	xx%

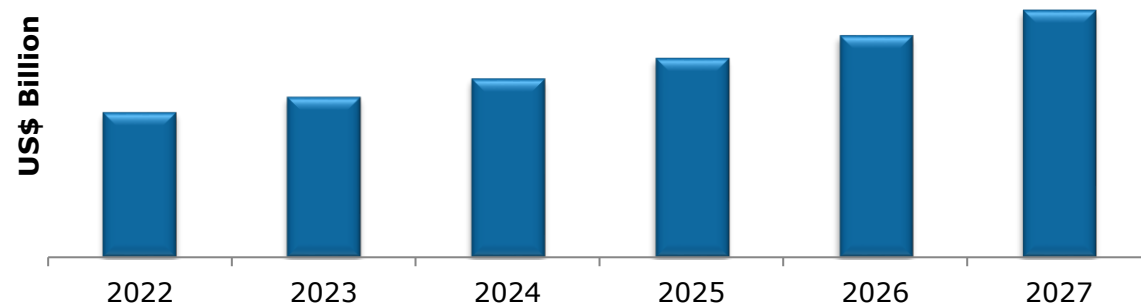
# Heated Tobacco Products Market: Global Analysis

**Global Heated Tobacco Products Market Volume by Region; 2021**

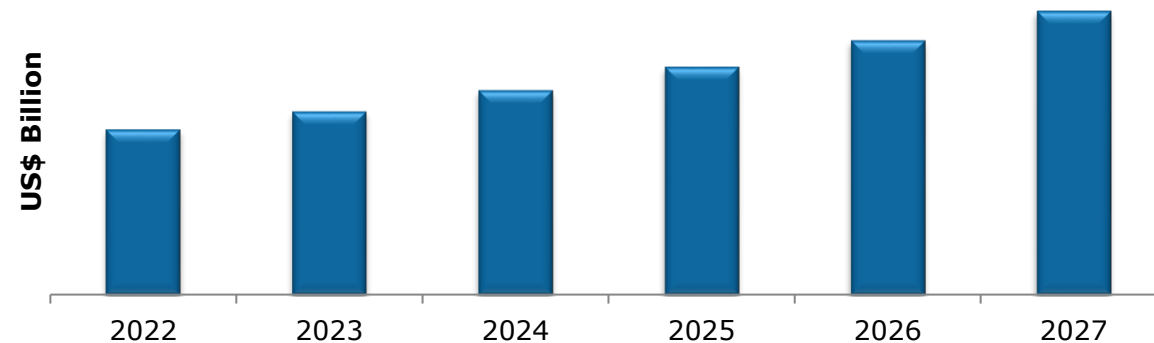


# Heated Tobacco Products Market : Product Type Analysis

## Global Leaf Heated Tobacco Products Market by Value



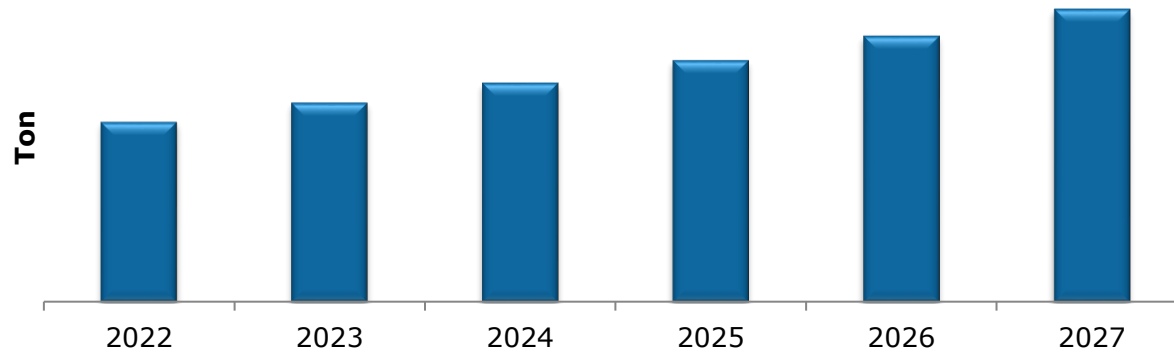
## Global Stick Heated Tobacco Products Market by Value



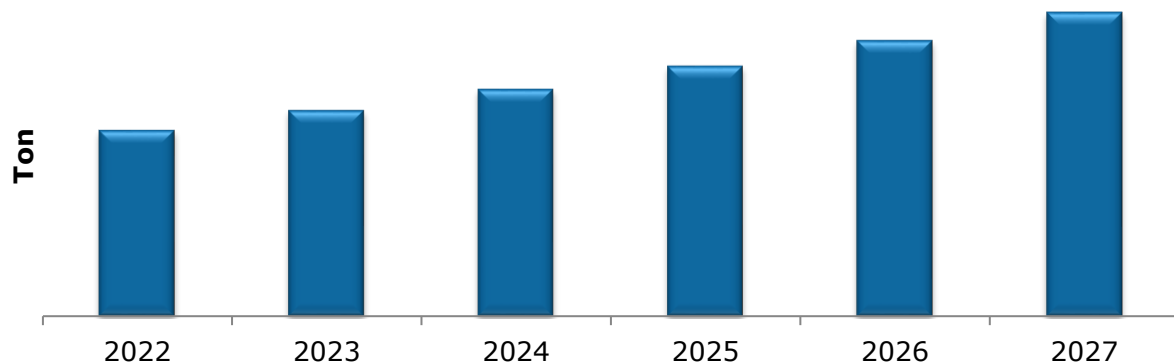
Product Type	CAGR (2022-2027)
Leaf	xx%
Stick	xx%

# Heated Tobacco Products Market : Product Type Analysis

## Global Leaf Heated Tobacco Products Market by Volume



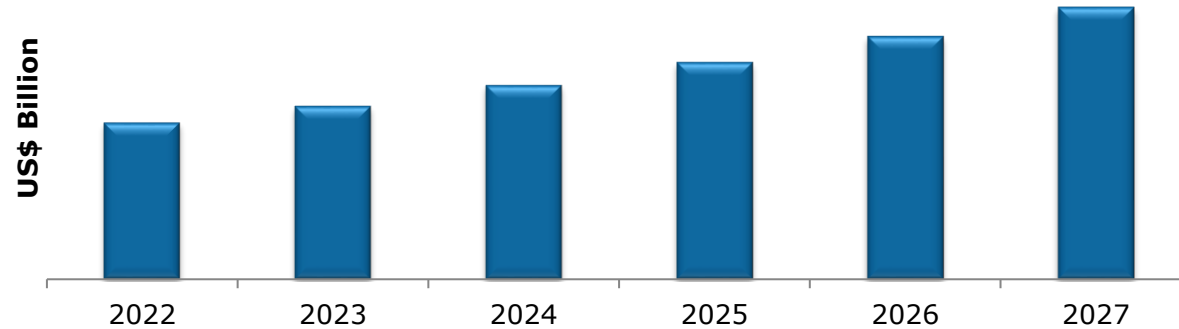
## Global Stick Heated Tobacco Products Market by Volume



Product Type	CAGR (2022-2027)
Leaf	xx%
Stick	xx%

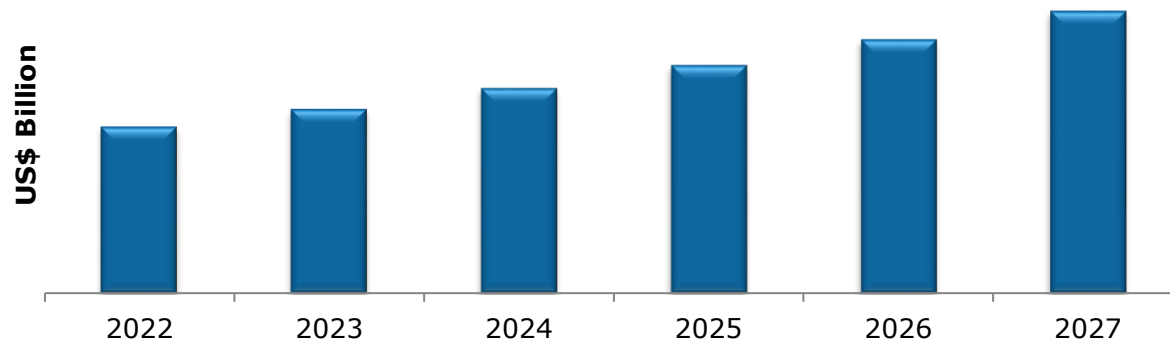
# Heated Tobacco Products Market : Distribution Channel Analysis

## Global Online Heated Tobacco Products Market by Value



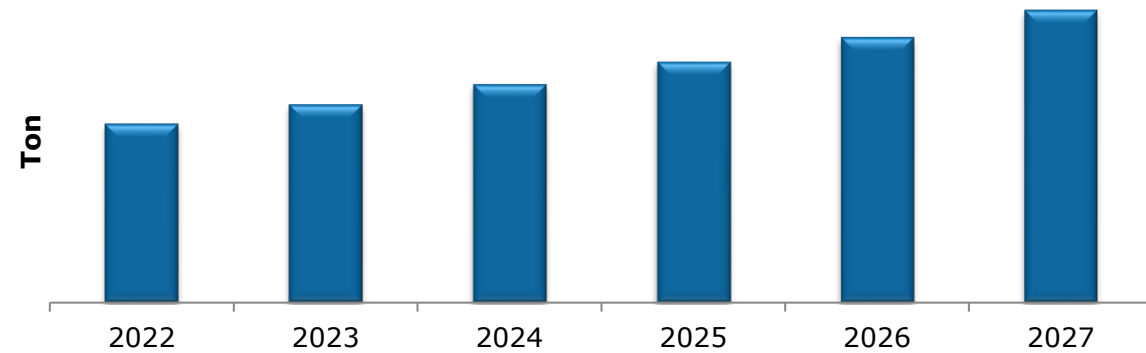
Distribution Channel	CAGR (2022-2027)
Online	xx%
Offline	xx%

## Global Offline Heated Tobacco Products Market by Value



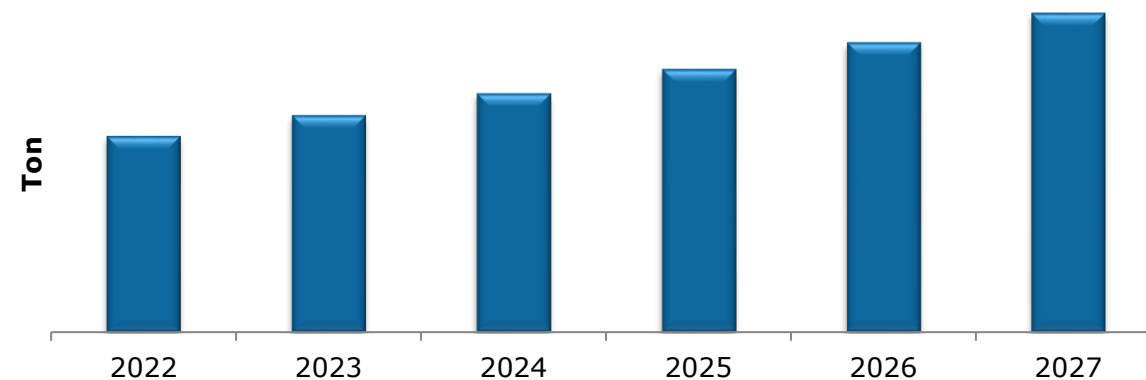
# Heated Tobacco Products Market : Distribution Channel Analysis

## Global Online Heated Tobacco Products Market by Volume



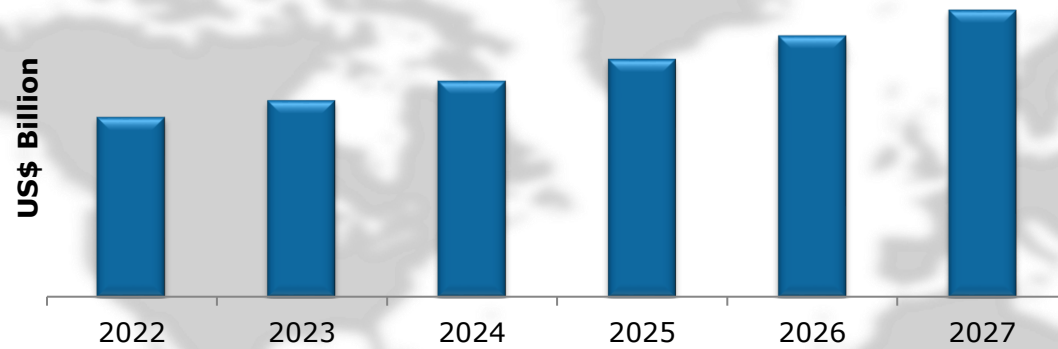
Distribution Channel	CAGR (2022-2027)
Online	xx%
Offline	xx%

## Global Offline Heated Tobacco Products Market by Volume

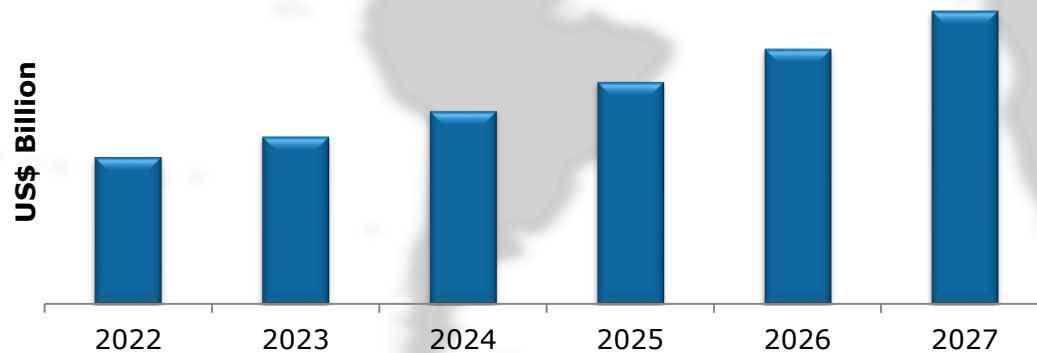


# Heated Tobacco Products Market : Regional Analysis

## North America Heated Tobacco Products Market by Value



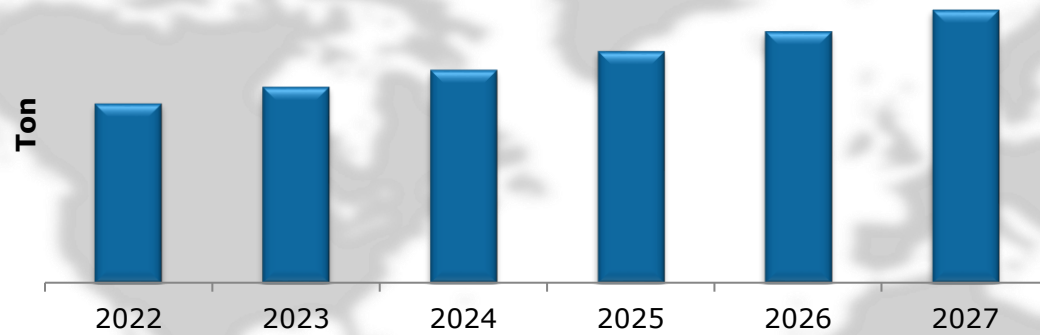
## Asia Pacific Heated Tobacco Products Market by Value



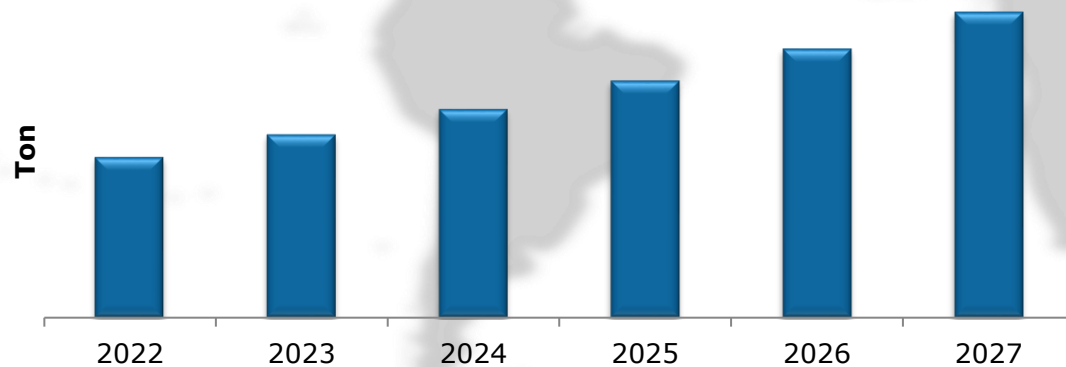
Region	CAGR (2022-2027)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

# Heated Tobacco Products Market : Regional Analysis

## North America Heated Tobacco Products Market by Volume



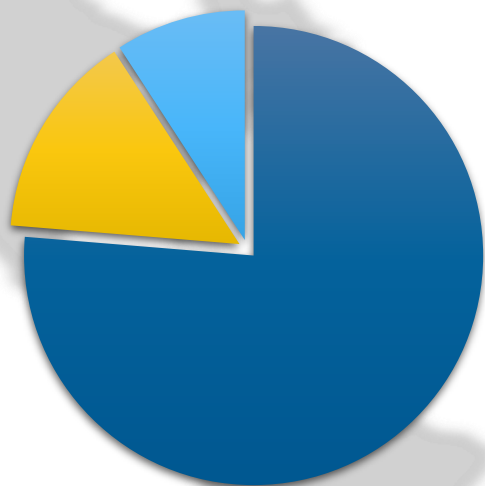
## Asia Pacific Heated Tobacco Products Market by Volume



Region	CAGR (2022-2027)
North America	xx%
Europe	xx%
Asia Pacific	xx%
Rest of the World	xx%

# North America Heated Tobacco Products Market : An Analysis

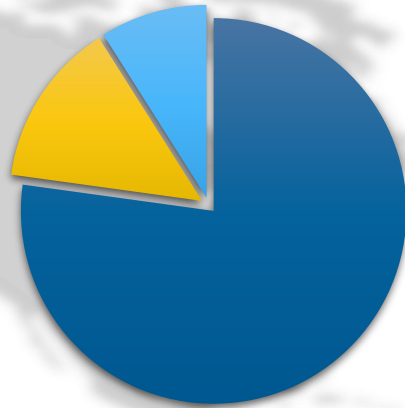
North America Heated Tobacco Products Market Value by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

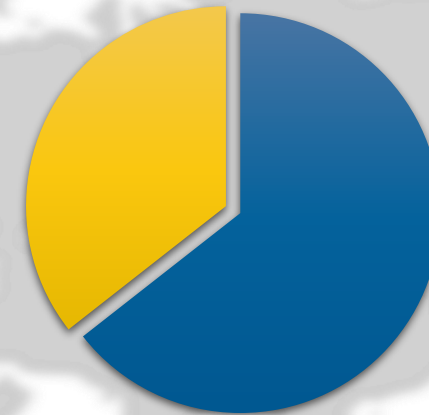
# North America Heated Tobacco Products Market: An Analysis

North America Heated Tobacco Products Market Volume by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
The US	xx%	xx%
Canada	xx%	xx%
Mexico	xx%	xx%

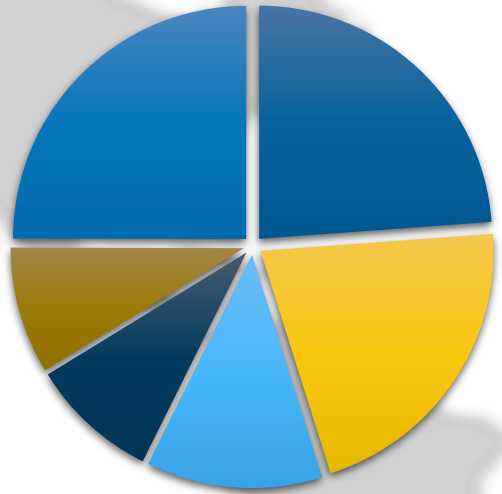
North America Heated Tobacco Products Market Volume by Distribution Channel ; 2021



Solution Type	Share	CAGR (2022-2027)
Online	xx%	xx%
Offline	xx%	xx%

# Europe Heated Tobacco Products Market: An Analysis

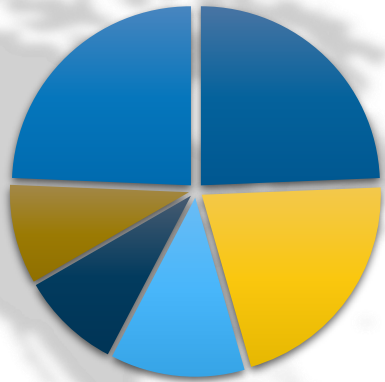
Europe Heated Tobacco Products Market Value by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

# Europe Heated Tobacco Products Market: An Analysis

Europe Heated Tobacco Products Market Volume by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
Germany	xx%	xx%
UK	xx%	xx%
France	xx%	xx%
Italy	xx%	xx%
Spain	xx%	xx%
Rest of Europe	xx%	xx%

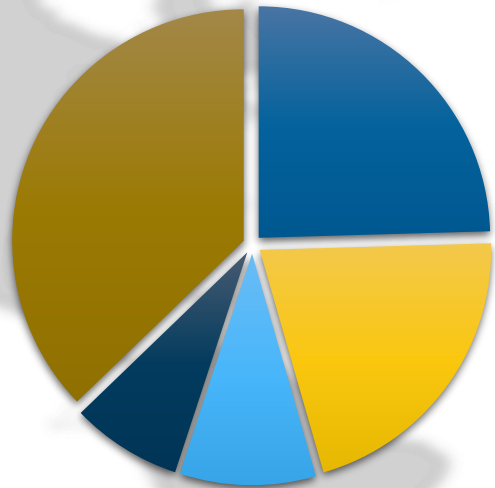
Europe Heated Tobacco Products Market Volume by Distribution Channel ; 2021



Solution Type	Share	CAGR (2022-2027)
Online	xx%	xx%
Offline	xx%	xx%

# Asia Pacific Heated Tobacco Products Market: An Analysis

Europe Heated Tobacco Products Market Value by Region; 2021



Region	Share (2021)	CAGR (2022-2027)
China	xx%	xx%
Japan	xx%	xx%
India	xx%	xx%
South Korea	xx%	xx%
Rest of Asia Pacific	xx%	xx%

# Asia Pacific Heated Tobacco Products Market: An Analysis

Asia Pacific Heated Tobacco Products Market Volume by Region; 2021



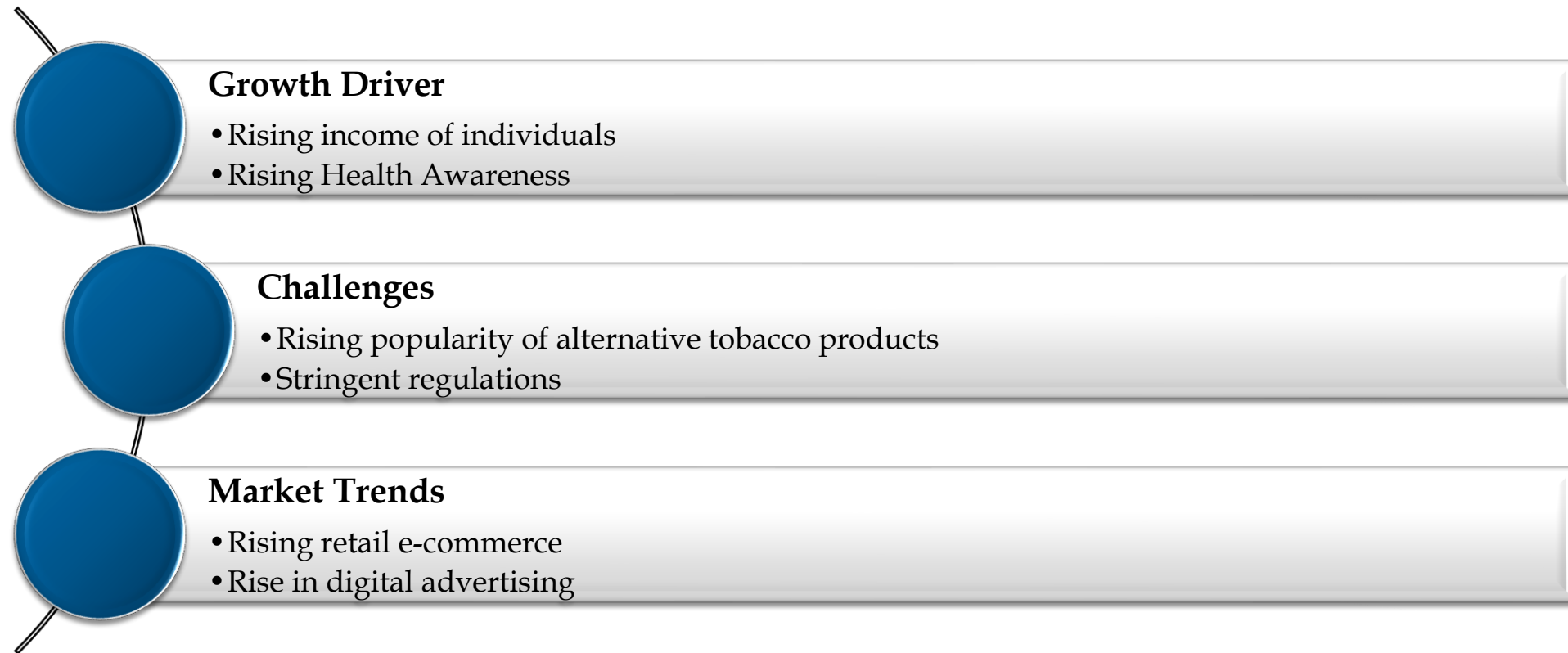
Region	Share (2021)	CAGR (2022-2027)
China	xx%	xx%
Japan	xx%	xx%
India	xx%	xx%
South Korea	xx%	xx%
Rest of Asia Pacific	xx%	xx%

Asia Pacific Heated Tobacco Products Market Volume by Distribution Channel ; 2021



Solution Type	Share	CAGR (2022-2027)
Online	xx%	xx%
Offline	xx%	xx%

# Global Heated Tobacco Products Market: Dynamics



# Global Heated Tobacco Products Market: Competitive Landscape

## Players Profiled

- ❑ British American Tobacco P.L.C. (BAT)
- ❑ Philip Morris International Inc. (PMI)
- ❑ Japan Tobacco Inc. (Japan Tobacco International)
- ❑ Altria Group Inc. (Altria)
- ❑ Korean Tobacco and Ginseng Corp. (KT&G)
- ❑ Imperial Brands PLC
- ❑ Vapor Tobacco Manufacturing LLC (3T Organic)

## Global Heated Tobacco Products Players by Market Share; 2021

