



JTI Germany expands in-store availability of Ploom

Cologne, April 2026 – JTI Germany is further expanding the retail availability of its heated tobacco brand Ploom across Germany, taking the next step towards firmly establishing the brand in the German market. The Japanese manufacturer entered the German market in May 2024 with the Ploom Aura heated tobacco device and the accompanying EVO tobacco sticks. Until now, both the devices and the sticks had only been available at brick-and-mortar retail outlets in the Rhineland. In 2026, distribution will be significantly expanded. The Ploom brand is set to become available nationwide in physical retail. Market expansion will primarily focus on the major cities of Berlin, Hamburg, Frankfurt and Stuttgart.

Quote Michal Bachan, General Manager JTI Germany: „The valuable insights we have gained since the launch of Ploom in 2024 from both brick-and-mortar retail in the Rhineland and our online business now enable us to pursue a key milestone in the development of the brand this year: nationwide retail availability of the Ploom Aura heated tobacco device, EVO tobacco sticks and the new tobacco-free nicotine sticks LYO. In doing so, we aim to further improve availability for consumers and give adult nicotine users the opportunity to experience Ploom’s modern design, taste and ease of use first-hand. This marks the next step in our commitment to the growing heated products category.“

Through this expanded availability, JTI Germany aims to strengthen its competitive position and increase its market share in this dynamic market segment. This ambition is further underlined by the expansion of the heated stick portfolio. In addition to the established EVO brand, a new, innovative and tobacco-free product category is now being introduced to the market. While EVO represents a classic tobacco taste, LYO is aimed at adult users who value flavour and sensory variety and are looking for a tobacco-free nicotine experience.

With the continued expansion of the Ploom brand, JTI Germany once again reaffirms its commitment to smoke-free alternatives. By 2028, JTI aims to achieve an international market share in the mid-teens within the smoke-free products segment, with Ploom set to play a central role in this strategy. Alongside Japan, South Korea and Italy, Germany is one of the most important markets worldwide for heated tobacco products and one of the largest sales markets in Europe.

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JTI, a member of the JT Group of Companies, is a modern and dynamic international business dedicated to quality and innovation. The company markets its products in more than 130 markets worldwide with the aim of providing adult consumers with exceptional tobacco and nicotine experiences. JTI is the global owner of Winston and Camel, the world's second- and third-largest tobacco brands. Other global brands include MEVIUS and LD. JTI is also active in the category of potentially reduced-risk products with the brands Ploom, Logic and Nordic Spirit. Headquartered in Geneva, Switzerland, the company employs over 46,000 people and was named a Global Top Employer for the eleventh consecutive year in 2025. More information is available at www.jti.com.

JTI Germany employs around 2,200 people at its sites in Trier and Cologne and is the largest employer in the tobacco industry in Germany. The company has been certified multiple times as a "Top Employer Germany". With Winston, JTI is the market leader in the roll-your-own tobacco segment. JTI also markets other internationally recognised brands such as Camel, American Spirit and Benson & Hedges. In the heated tobacco segment, the manufacturer offers potentially reduced-risk products on the German market with its global brand Ploom. Further information is available at jti.com/Germany.

