

IQOS retail footprint expands to Durban

Philip Morris South Africa has launched its first IQOS stores in KwaZulu-Natal, with an opening in Durban's Gateway Mall and another in the city's Liberty Midlands Mall.



IQOS kiosk in Liberty Midlands Mall

The launches form part of Philip Morris International's (PMI) retail expansion vision for its IQOS device, which uses an electric heat source to heat the tobacco at controlled temperatures below combustion level emitting lower levels of harmful chemicals compared to cigarettes, according to the tobacco giant.

“The launch of the two spaces in Durban follows a rigorous retail expansion across South Africa. Currently we have 26 retail sites nationally and our Durban expansion is the start of what we hope will see Durban go smoke-free,” explains Zimbini Pepper, head of marketing and digital at Philip Morris South Africa.

“Our significant investment signals how serious we are about creating a smoke-free South Africa through a product which offers a better choice than smoking cigarettes to the 10 million adult smokers in the country Pepper adds.



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Philip Morris opens first IQOS flagship in Africa

Lauren Hartzberg 6 Aug 2019

IQOS is accessible in 51 markets worldwide. Philip Morris South Africa says that in South Africa, IQOS uptake has been "significant", adding that 59% of adult smokers who try the device have switched completely.

“Our goal is that by 2025 at least 40 million PMI cigarette smokers, who would otherwise continue to smoke will have switched to smoke-free alternatives,” Pepper concludes.

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