

## **Tobacco in Finland**

Market Direction | 2022-07-11 | 49 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €1750.00
- Multiple User License (1 Site) €3500.00
- Multiple User License (Global) €5250.00

### **Report description:**

The tobacco market faced exceptional years in Finland in 2020 and 2021 due to the impact of the COVID-19 crisis. The trend in domestic sales in these two years does not present the whole story, as the reduction in travel abroad limited opportunities for private imports and artificially bolstered domestic sales. While volume consumption levels in 2020 and 2021 were unnaturally high, in reality the long term trend is towards less smoking. Finns remain very aware of the harmful impact of smoking, e...

Euromonitor International's Tobacco in Finland report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Tobacco market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Tobacco in Finland  
Euromonitor International  
July 2022

List Of Contents And Tables

### **TOBACCO IN FINLAND**

#### **EXECUTIVE SUMMARY**

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

#### **OPERATING ENVIRONMENT**

Legislation

Legislative overview

Summary 1      Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

#### **PRODUCTION/IMPORTS/EXPORTS**

#### **MARKET INDICATORS**

Table 1 Number of Adult Smokers by Gender 2016-2021

#### **MARKET DATA**

Table 2 Sales of Tobacco by Category: Volume 2016-2021

Table 3 Sales of Tobacco by Category: Value 2016-2021

Table 4 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 5 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 6 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 7 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

#### **DISCLAIMER**

#### **SOURCES**

Summary 2 Research Sources

#### **CIGARETTES IN FINLAND**

#### **KEY DATA FINDINGS**

#### **2021 DEVELOPMENTS**

Two abnormal years for cigarettes

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Ban on menthol cigarettes

Changing face of the Finnish smoker

#### PROSPECTS AND OPPORTUNITIES

Bleak and uncertain future for cigarettes

Continued focus on raising tax on cigarettes

Significant challenges ahead for cigarettes

#### TAXATION AND PRICING

Taxation rates

Summary 3 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 10 Sales of Cigarettes: Volume 2016-2021

Table 11 Sales of Cigarettes by Category: Value 2016-2021

Table 12 Sales of Cigarettes: % Volume Growth 2016-2021

Table 13 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 14 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 17 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 18 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 19 NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 20 LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 21 Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 22 Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 23 Forecast Sales of Cigarettes: Volume 2021-2026

Table 24 Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 25 Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 26 Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 27 Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 28 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 29 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 30 Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 31 Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

#### CIGARS, CIGARILLOS AND SMOKING TOBACCO IN FINLAND

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

COVID-19 continues to have an impact

Menthol ban hits cigarillos

Some innovation and rebranding despite limited means of communication

#### PROSPECTS AND OPPORTUNITIES

Prospects remain unclear

Rise in taxation

Cigarillos has a strong base in Finland

#### CATEGORY DATA

Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021
Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021
Table 36 Sales of Cigars by Size: % Volume 2016-2021
Table 37 Sales of Cigarillos by Price Platform 2016-2021
Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021
Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021
Table 40 NBO Company Shares of Cigars: % Volume 2017-2021
Table 41 □LBN Brand Shares of Cigars: % Volume 2018-2021
Table 42 □NBO Company Shares of Cigarillos: % Volume 2017-2021
Table 43 □LBN Brand Shares of Cigarillos: % Volume 2018-2021
Table 44 □NBO Company Shares of Smoking Tobacco: % Volume 2017-2021
Table 45 □LBN Brand Shares of Smoking Tobacco: % Volume 2018-2021
Table 46 □NBO Company Shares of Pipe Tobacco: % Volume 2017-2021
Table 47 □LBN Brand Shares of Pipe Tobacco: % Volume 2018-2021
Table 48 □NBO Company Shares of Fine Cut Tobacco: % Volume 2017-2021
Table 49 □LBN Brand Shares of Fine Cut Tobacco: % Volume 2018-2021
Table 50 □Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021
Table 51 □Distribution of Smoking Tobacco by Format: % Volume 2016-2021
Table 52 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026
Table 53 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026
Table 54 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026
Table 55 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

## SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN FINLAND

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

COVID-19 related restrictions make for another unusual year

E-vapour products category remains niche, but sees major launch

Nicotine pouches positioned as medicinal

#### PROSPECTS AND OPPORTUNITIES

Macro concerns, but taxation to remain unchanged for e-vapour products

Snus gaining in popularity despite lack of legal domestic sales

E-vapour products to remain marginal

#### CATEGORY INDICATORS

Table 56 Number of Adult Vapers 2016-2021

#### CATEGORY DATA

Table 57 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 58 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 59 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2021

Table 60 Sales of E-Liquids by Nicotine Strength: % Value 2019-2021

Table 61 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## Tobacco in Finland

Market Direction | 2022-07-11 | 49 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€1750.00
	Multiple User License (1 Site)	€3500.00
	Multiple User License (Global)	€5250.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com