

## **Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Sweden**

Market Direction | 2022-07-21 | 34 pages | Euromonitor

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### **Report description:**

Within Swedish-style snus, the only type of smokeless tobacco in Sweden, a flood of new tobacco-free products towards the end of the review period catered to consumers who wish to give up tobacco but still hanker after nicotine, and the popularity of such products was responsible for a significant proportion of sales in snus. The popularity of Swedish-style snus has been supported by the product's convenience and suitability for discreet use in public spaces without affecting others. However, sa...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Sweden 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: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

Why buy this report?

- \* Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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.

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## Table of Contents:

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Sweden

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List Of Contents And Tables

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

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Swedish-style snus lags as cross-border trade and growing demand for nicotine pouches limits sales

Limited growth for mature e-vapour products whilst innovative nicotine pouches grow dynamically

Heated tobacco grows as Philip Morris continues to convert its cigarettes users to Iqos and HEETS

#### PROSPECTS AND OPPORTUNITIES

Cross-border trade to have a much greater impact on snus than e-vapour products and heated tobacco

Migration to smokeless alternatives set to continue with nicotine pouches being the main beneficiary

E-commerce to be the fastest growing channel in smokeless tobacco products

#### CATEGORY INDICATORS

Table 1 Number of Adult Vapers 2016-2021

#### CATEGORY DATA

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

Table 3 Sales of Smokeless Tobacco by Category: % Volume Growth 2016-2021

Table 4 Sales of Tobacco Heating Devices: Volume 2016-2021

Table 5 Sales of Tobacco Heating Devices: % Volume Growth 2019-2021

Table 6 Sales of Heated Tobacco: Volume 2016-2021

Table 7 Sales of Heated Tobacco: % Volume Growth 2020-2021

Table 8 Sales of Tobacco Free Oral Nicotine: Volume 2016-2021

Table 9 Sales of Tobacco Free Oral Nicotine by Category: Value 2016-2021

Table 10 □Sales of Tobacco Free Oral Nicotine: % Volume Growth 2019-2021

Table 11 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 12 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 13 □Sales of E-Liquids by Nicotine Strength: % Value 2019-2021

Table 14 □NBO Company Shares of Smokeless Tobacco: % Volume 2017-2021

Table 15 □LBN Brand Shares of Smokeless Tobacco: % Volume 2018-2021

Table 16 □NBO Company Shares of E-Vapour Products: % Value 2017-2021

Table 17 □LBN Brand Shares of E-Vapour Products: % Value 2018-2021

Table 18 □NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021

Table 19 □LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021

Table 20 □NBO Company Shares of Heated Tobacco: % Volume 2017-2021

Table 21 □LBN Brand Shares of Heated Tobacco: % Volume 2018-2021

Table 22 □NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2017-2021

Table 23 □LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2018-2021

Table 24 □Distribution of E-Vapour Products by Format: % Value 2016-2021

Table 25 □Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021

Table 26 □Distribution of Heated Tobacco by Format: % Volume 2016-2021

Table 27 □Forecast Sales of Smokeless Tobacco by Category: Volume 2021-2026

Table 28 □Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2021-2026

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Table 29 □Forecast Sales of Tobacco Heating Devices: Volume 2021-2026  
Table 30 □Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026  
Table 31 □Forecast Sales of Heated Tobacco: Volume 2021-2026  
Table 32 □Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026  
Table 33 □Forecast Sales of Tobacco Free Oral Nicotine: Volume 2021-2026  
Table 34 □Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2021-2026  
Table 35 □Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2021-2026  
Table 36 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026  
Table 37 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

## TOBACCO IN SWEDEN

### 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

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

Vapour products

### PRODUCTION/IMPORTS/EXPORTS

### MARKET INDICATORS

Table 38 Number of Adult Smokers by Gender 2016-2021

### MARKET DATA

Table 39 Sales of Tobacco by Category: Volume 2016-2021

Table 40 Sales of Tobacco by Category: Value 2016-2021

Table 41 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 42 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 43 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 44 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 45 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 46 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

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### SOURCES

Summary 2 Research Sources

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