

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

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Report description:

In 2021, heated tobacco posted strongest performance in smokeless tobacco, e-vapour products and heated tobacco. The sub-category is relatively new and attracts consumers seeking to switch from cigarettes to an option they consider as being less harmful. Whilst new trends of this ilk attract younger smokers, heat-not-burn technology is also becoming increasingly popular with older adult smokers. Heated tobacco releases flavours and nicotine, and allows smokers to experience tobacco without the S...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Switzerland 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2022

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SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN SWITZERLAND

KEY DATA FINDINGS

2021 DEVELOPMENTS

Heated tobacco sees ongoing success, whilst e-vapour products continue to struggle midst uncertainty following the Juul scandal
Swedish-style snus boosted by "ice hockey drug" associations, while discreet tobacco pouches also see demand
NPDs and innovation

PROSPECTS AND OPPORTUNITIES

Smokeless tobacco and heated tobacco set to drive sales with ongoing innovations over the forecast period
Potential future tax on e-cigarettes looms, as part of a move to discourage young people from taking up the habit
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TOBACCO IN SWITZERLAND

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