

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

Market Direction | 2022-07-20 | 32 pages | Euromonitor

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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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#### **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  
Players plan their future strategies to follow trends and move with the times

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## TOBACCO IN SWITZERLAND

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2021 key trends: new legislation voted

Competitive landscape: Philip Morris International launches Iqos Iluma

Retailing developments

Future prospects: companies expected to invest further in the heated tobacco format

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##### Legislative overview

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