

Tobacco in Sweden

Market Direction | 2022-07-21 | 61 pages | Euromonitor

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Report description:

The continued border closures related to the COVID-19 pandemic continued to negatively affected sales of tobacco in Sweden in 2021. Tobacco is highly popular as a cross-border shopping item for Norwegians, who often make daytrips to Sweden to buy lower priced goods. Cigarettes, fine cut tobacco, and snus are the categories traditionally most prone to this type of trade, and consequently the most severely affected. However, the impact is also visible in other tobacco categories. The closed border...

Euromonitor International's 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: 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.

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2021 DEVELOPMENTS

Weak volume decline continued in 2021 as border closures restricted cross-border shopping

JTI maintains the lead in cigarettes thanks to wide portfolio and adaptation to methanol-flavour ban

Recent flavour ban has resulted in adaptation of flavoured products and relevant, non-tobacco NPDs

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