

## **Tobacco in Switzerland**

Market Direction | 2022-07-20 | 62 pages | Euromonitor

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### **Report description:**

After the category growth seen in 2020 during the time of the COVID-19 pandemic, with consumers in home-seclusion and seeking a relief from stress, many tobacco products are now decreasing again in line with consumers returning to work and enjoying out-of-home activities again. Furthermore, consumers are increasingly aware of the levels of harmful chemicals in tobacco smoke and, as people return to more active lifestyles, they are also more health aware. Within this, many people are switching to...

Euromonitor International's 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: 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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reliable information resources to help drive informed strategic planning.

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## 2021 DEVELOPMENTS

Cigarettes return to a downwards trend after the boost seen during the pandemic

New product developments continue to tempt smokers, as Switzerland's legislations remain relatively liberal

Tobacco giants maintain their top shares, with Philip Morris SA in the lead

## PROSPECTS AND OPPORTUNITIES

Downwards trend to continue over the forecast period, with new legislations expected to add to this

Strong competition from reduced-risk products will place additional negative pressure on cigarettes

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Fine cut tobacco continues to benefit from consumers trading down, although premiumisation trends also expected

Cigars and cigarillos perceived as occasional treats and thus less harmful than daily cigarettes

Popularity of water pipes boosts sales of pipe tobacco, with a number of new product launches seen

## PROSPECTS AND OPPORTUNITIES

Cigars, cigarillos and smoking tobacco set to fare better than standard cigarettes, due to more options and fewer regulations

Polarisation expected in fine cut tobacco, as players launch trendy new variants

Distribution and promotional activities to remain limited, while occasions will likely remain high

## CATEGORY DATA

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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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