

## **Tobacco in Denmark**

Market Direction | 2022-07-28 | 55 pages | Euromonitor

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### **Report description:**

The tobacco market in Denmark in 2021 was characterised by a migration to smokeless categories, including nicotine pouches, vapour products and heated tobacco, as well as declining smoking prevalence in Denmark due to price increases and health concerns. However, as the effects of the pandemic, including travel restrictions, persisted throughout much of 2021, cross-border trade and illicit trade remained restricted, favouring the domestic market in the year.

Euromonitor International's Tobacco in Denmark 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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## **Table of Contents:**

Tobacco in Denmark  
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List Of Contents And Tables

### **TOBACCO IN DENMARK**

#### **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 1 Number of Adult Smokers by Gender 2016-2021

#### **MARKET DATA**

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

Table 3 Sales of Tobacco by Category: Value 2016-2021

Table 4 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 5 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 6 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 7 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

#### **DISCLAIMER**

#### **SOURCES**

Summary 2 Research Sources

#### **CIGARETTES IN DENMARK**

#### **KEY DATA FINDINGS**

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## 2021 DEVELOPMENTS

Retail volume of cigarettes continue to decline in 2021, amidst restricted cross-border and illicit trade

Newly unveiled proposal for age ban on cigarettes in Denmark

Circumvention of the menthol ban and ban on tobacco flavouring accessories

## PROSPECTS AND OPPORTUNITIES

Steady decline expected to 2026

Introduction of plain packaging for cigarettes in 2022 to get fewer young people to start smoking

Discounters and e-commerce to record share growth

## TAXATION AND PRICING

Taxation rates

Summary 3 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 4 Average Cigarette Pack Price Breakdown: Brand Examples

## CATEGORY DATA

Table 10 Sales of Cigarettes: Volume 2016-2021

Table 11 Sales of Cigarettes by Category: Value 2016-2021

Table 12 Sales of Cigarettes: % Volume Growth 2016-2021

Table 13 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 14 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 15 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 16 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 17 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 18 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 19 □NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 20 □LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 21 □Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 22 □Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 23 □Forecast Sales of Cigarettes: Volume 2021-2026

Table 24 □Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 25 □Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 26 □Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 27 □Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 28 □Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 29 □Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 30 □Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 31 □Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

## CIGARS, CIGARILLOS AND SMOKING TOBACCO IN DENMARK

### KEY DATA FINDINGS

## 2021 DEVELOPMENTS

Ongoing pandemic restrictions drive cigarillos, smoking tobacco and e-commerce in 2021

Menthol ban benefiting cigarillos

Continued premiumisation in cigars

## PROSPECTS AND OPPORTUNITIES

Decline ahead with resumption of cross-border trade and shift to smokeless alternatives

Introduction of plain packaging for fine cut tobacco in 2022

E-commerce expected to take share

## CATEGORY DATA

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Table 32 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021
Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021
Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021
Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021
Table 36 Sales of Cigars by Size: % Volume 2016-2021
Table 37 Sales of Cigarillos by Price Platform 2016-2021
Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021
Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021
Table 40 NBO Company Shares of Cigars: % Volume 2017-2021
Table 41 □LBN Brand Shares of Cigars: % Volume 2018-2021
Table 42 □NBO Company Shares of Cigarillos: % Volume 2017-2021
Table 43 □LBN Brand Shares of Cigarillos: % Volume 2018-2021
Table 44 □NBO Company Shares of Smoking Tobacco: % Volume 2017-2021
Table 45 □LBN Brand Shares of Smoking Tobacco: % Volume 2018-2021
Table 46 □NBO Company Shares of Pipe Tobacco: % Volume 2017-2021
Table 47 □LBN Brand Shares of Pipe Tobacco: % Volume 2018-2021
Table 48 □NBO Company Shares of Fine Cut Tobacco: % Volume 2017-2021
Table 49 □LBN Brand Shares of Fine Cut Tobacco: % Volume 2018-2021
Table 50 □Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021
Table 51 □Distribution of Smoking Tobacco by Format: % Volume 2016-2021
Table 52 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026
Table 53 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026
Table 54 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026
Table 55 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

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

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Adoption of nicotine pouches accelerates in 2021  
 Heated tobacco continues to see a dynamic performance  
 Further growth of e-vapour products and chewing tobacco

#### PROSPECTS AND OPPORTUNITIES

Dynamic growth of nicotine pouches and heated tobacco  
 Introduction of plain packaging for vapour products and heated tobacco in 2022, nicotine pouches unaffected  
 Introduction of ban on flavoured e-liquids in 2022 after 1-year transition period

#### CATEGORY INDICATORS

Table 56 Number of Adult Vapers 2016-2021
---

#### CATEGORY DATA

Table 57 Sales of Smokeless Tobacco by Category: Volume 2016-2021
Table 58 Sales of Smokeless Tobacco by Category: % Volume Growth 2016-2021
Table 59 Sales of Tobacco Heating Devices: Volume 2016-2021
Table 60 Sales of Tobacco Heating Devices: % Volume Growth 2016-2021
Table 61 Sales of Heated Tobacco: Volume 2016-2021
Table 62 Sales of Heated Tobacco: % Volume Growth 2016-2021
Table 63 Sales of Tobacco Free Oral Nicotine: Volume 2016-2021
Table 64 Sales of Tobacco Free Oral Nicotine by Category: Value 2016-2021
Table 65 □Sales of Tobacco Free Oral Nicotine: % Volume Growth 2020-2021
Table 66 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

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Table 67	☐Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021
Table 68	☐NBO Company Shares of Smokeless Tobacco: % Volume 2017-2021
Table 69	☐LBN Brand Shares of Smokeless Tobacco: % Volume 2018-2021
Table 70	☐NBO Company Shares of Tobacco Heating Devices: % Volume 2017-2021
Table 71	☐LBN Brand Shares of Tobacco Heating Devices: % Volume 2018-2021
Table 72	☐NBO Company Shares of Heated Tobacco: % Volume 2017-2021
Table 73	☐LBN Brand Shares of Heated Tobacco: % Volume 2018-2021
Table 74	☐NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2017-2021
Table 75	☐LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2018-2021
Table 76	☐Distribution of Smokeless Tobacco by Format: % Volume 2016-2021
Table 77	☐Distribution of E-Vapour Products by Format: % Value 2016-2021
Table 78	☐Distribution of Tobacco Heating Devices by Format: % Volume 2016-2021
Table 79	☐Distribution of Heated Tobacco by Format: % Volume 2016-2021
Table 80	☐Forecast Sales of Smokeless Tobacco by Category: Volume 2021-2026
Table 81	☐Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2021-2026
Table 82	☐Forecast Sales of Tobacco Heating Devices: Volume 2021-2026
Table 83	☐Forecast Sales of Tobacco Heating Devices: % Volume Growth 2021-2026
Table 84	☐Forecast Sales of Heated Tobacco: Volume 2021-2026
Table 85	☐Forecast Sales of Heated Tobacco: % Volume Growth 2021-2026
Table 86	☐Forecast Sales of Tobacco Free Oral Nicotine: Volume 2021-2026
Table 87	☐Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2021-2026
Table 88	☐Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2021-2026
Table 89	☐Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026
Table 90	☐Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

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