

Smokeless Tobacco Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The smokeless tobacco market is projected to record a CAGR of 4.9 % during the forecast period (2022-2027).

All COVID-19 studies to date have found that the worst affected cohort had at least one of the comorbid conditions associated with tobacco usage. Further, because of lax laws and enforcement, as well as a lack of infrastructure, "spitting" is most commonly done in open public places, putting the rest of the community at risk of a variety of communicable diseases, including COVID. This isn't just a problem in low- and middle-income countries. Hence, due to these factors, there was a reduction in the smokeless tobacco sale by about 4% during 2019-2020.

The smokeless tobacco market is anticipated to grow due to growing smoking bans and awareness associated with cigarette consumption. The product choices are expected to evolve based on ease of use, cost, and regulatory sights. Government authorities in various countries have increased the excise duty on cigarettes. Consumers are inclined to opt for alternatives such as smokeless tobacco products as they cannot afford to buy cigarettes on a regular basis.

Convenience in consuming tobacco chewing bags is one of the major reasons consumers prefer smokeless tobacco products over cigarettes.

Smokeless Tobacco Market Trends

Increasing Demand For Flavored And Innovative Smokeless Tobacco Products

Although the prevalence of smokeless tobacco, such as chewing tobacco, snuff, snus, and dissolved tobacco, is low relative to

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regular smoking, the market is expected to witness considerable growth over the years due to the benefits it possesses, such as added flavor like peach, apple, honeydew, strawberry, pineapple, honeysuckle, champagne, and prune. The distribution of smokeless tobacco was highly skewed, with consumption concentrated among certain segments of the population (rural residents, males, whites, and low-educated individuals). Recently, it has been adopted by the new demographics, including the young and high-income groups.

Increasing Consumption of Dry Smokeless Tobacco in Asia-Pacific

The growth of the market in the Asia-Pacific is anticipated to be driven by the government's initiatives to reduce cigarette consumption by increasing prices and imposing additional taxes on the cigarette. For instance, the impending tax increase in Japan and India affects traditional cigarette sales, creating a big opportunity for the growth of smokeless tobacco products. In Asia-Pacific, India is one of the prominent destinations of the smokeless tobacco market. In India, smokeless tobacco in some forms is illegal, but the consumption of smokeless tobacco in rural areas is high. China has been reported to be the highest producer of smokeless tobacco globally and will continue to dominate the market growth in the future.

Smokeless Tobacco Market Competitor Analysis

The smokeless tobacco market is fragmented. Leading key players in the smokeless tobacco products market are focusing on increasing their consumer base by leveraging opportunities posed by emerging markets of South East Asia to expand their revenue base. New product offerings both in moist and dry smokeless tobacco and the acquisition of small players are expected to change the market dynamics during the cast period. Some of the prominent players in the smokeless tobacco company include Altaris Group, Inc., British American Tobacco PLC, Swedish Match AB, Japan Tobacco Inc., and Imperial Brand PLC, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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