

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

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Report description:

The snus market is projected to register a CAGR of 4.75% during the forecast period (2022- 2027).

Smokers are likely to be more vulnerable to covid-19 as the act of consuming snus or any tobacco product means that fingers are in contact with lips which increases the possibility of transmission of the virus from hand to mouth. Various studies have depicted that smokers are more likely to develop severe symptoms or die from covid-19, as it primarily attacks the lungs. Evidence from countries reporting COVID-19-related fatalities has highlighted that people with pre-existing non-communicable diseases (NCDs) are more susceptible to becoming severely ill with covid-19. Tobacco, being one of the causes behind these NCDs, indirectly puts tobacco users or/and smokers at risk of being affected by COVID-19. Moreover, tobacco use poses a significant risk by accelerating the transmission of COVID-19 because the virus spreads primarily through droplets of saliva or discharge from the nose when an infected person coughs or sneezes.

Smokeless tobacco products, such as snus, are gaining significant popularity as convenient alternatives to cigarettes. Stringent government rules and regulations with regard to smoking and environmental contamination have given an upswing to the demand for snus among consumers. In developed countries, like the United States, the efforts of the government to reduce smoking by granting permission for the usage of tobacco and nicotine alternatives may further increase the adoption of snus.

The increasing demand for snus is boosting the market owing to its convenience factor as it can be utilized everywhere. Unlike cigarettes, which have obstructions and cannot be smoked everywhere, there are non-smoking zones in most countries. The Food and Drug Administration (FDA) allowed the Swedish firm, Match AB, to advertise products that are less harmful than smoking cigarettes which in turn boosted the snus market globally.

Snus Market Trends

High Adoption of Snus Among the Millenials

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The rapid increase in the utilization of snus among the young generation nowadays has been attributed to aggressive awareness campaigns regarding the harmful effects of smoking and less harmful effects of snus by the tobacco companies. "According to the Minister of Health and Care Services, the growth in snus usage among young people began after the snus industry began developing snus boxes with new designs, new colors, and flavorings such as vanilla, menthol, and licorice which 'appeal to young people. However, innovative and distinctive flavors in snus from the millennial population, irrespective of gender, has accelerated the market with an increasing number of product launch from manufacturers across the globe to gain a competitive advantage.

Europe Remains the Largest Market

Europe holds a significant market share in the snus market across the globe. In Sweden, the number of snus users has been growing and has surpassed the number of cigarette users, which plays a pivotal role in driving the snus market growth in Europe. Cigarette consumption has been declining in Sweden for the last few years, as the public increasingly opts for snus products. The overall percentage of women using snus has been growing in recent years, while their use of cigarettes has declined. The rise of e-commerce was an industry trend that contributed to the snus market in European countries like Norway, owing to the relatively young consumer demographic and are therefore more accustomed to e-commerce. Online retailers are offering lower prices than traditional retailers, as well as extensive product selection, which in turn is further intensifying the growth of the snus market in the European regions.

Snus Market Competitor Analysis

The snus market is highly competitive with the strong presence of global and regional players in the market. In the market studied, well-established companies with a known brand attached to their business profile have a higher penetration across retail shelves, mostly on account of business expansion and the presence of a higher share of consumer preference across both developed and developing markets. With a huge presence and wide distribution networks, the key players such as Swedish Match AB, Japan Tobacco Inc., Imperial Brand, Altria Group Inc., and JT International AG hold prominent shares in the global snus market. Furthermore, tobacco companies have always seen innovation and new product development (NPD) as a way of boosting brand performance, keeping existing customers loyal, and attracting new ones. Owing to this factor, companies around the world have steadily diversified into alternative tobacco and nicotine products, including a certain type of smokeless tobacco called Swedish-style snus.

Additional Benefits:

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

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