

Cigarettes in Sweden

Market Direction | 2023-06-23 | 25 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Sweden's smoking population is extremely low by European and indeed global standards, with numbers continuing to decline in 2022 as consumers transition away from cigarettes. This translated into another year of decline for cigarettes, at least in retail volume terms. The most popular alternative to cigarettes among Swedish men is snus, with women opting for nicotine pouches. So-called snuffing has a strong tradition in Swedish society and was traditionally the only type of smokeless tobacco available.

Euromonitor International's Cigarettes 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigarettes 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Cigarettes in Sweden
Euromonitor International
June 2023

List Of Contents And Tables

CIGARETTES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Smoking prevalence continues to fall as Swedes migrate to nicotine pouches

Norwegians return to purchasing cigarettes in Sweden after long break

Proposals for minimal tax increase raises debate

PROSPECTS AND OPPORTUNITIES

Little prospect of retail volume growth as cigarette consumption wanes

E-commerce will continue to enjoy solid growth

Sweden to remain cheap source of cigarettes in Nordics driving border sales

TAXATION AND PRICING

Taxation rates

Table 1 Taxation and Duty Levies 2017-2022

Average cigarette pack price breakdown

Summary 1 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 2 Sales of Cigarettes: Volume 2017-2022

Table 3 Sales of Cigarettes by Category: Value 2017-2022

Table 4 Sales of Cigarettes: % Volume Growth 2017-2022

Table 5 Sales of Cigarettes by Category: % Value Growth 2017-2022

Table 6 Sales of Cigarettes by Blend: % Volume 2017-2022

Table 7 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022

Table 8 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022

Table 9 Sales of Cigarettes by Pack Size: % Volume 2017-2022

Table 10 Sales of Cigarettes by Price Band: % Volume 2017-2022

Table 11 NBO Company Shares of Cigarettes: % Volume 2018-2022

Table 12 LBN Brand Shares of Cigarettes: % Volume 2019-2022

Table 13 Sales of Cigarettes by Distribution Format: % Volume 2017-2022

Table 14 Illicit Trade Estimate of Cigarettes: Volume 2017-2022

Table 15 Forecast Sales of Cigarettes: Volume 2022-2027

Table 16 Forecast Sales of Cigarettes by Category: Value 2022-2027

Table 17 Forecast Sales of Cigarettes: % Volume Growth 2022-2027

Table 18 Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027

Table 19 Forecast Sales of Cigarettes by Blend: % Volume 2022-2027

Table 20 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027

Table 21 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027

Table 22 Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027

Table 23 Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

TOBACCO IN SWEDEN

EXECUTIVE SUMMARY

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Tobacco in 2022: the big picture

2022 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 2 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 24 Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 25 Sales of Tobacco by Category: Volume 2017-2022

Table 26 Sales of Tobacco by Category: Value 2017-2022

Table 27 Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 28 Sales of Tobacco by Category: % Value Growth 2017-2022

Table 29 Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 30 Forecast Sales of Tobacco by Category: Value 2022-2027

Table 31 Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 32 Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 3 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Cigarettes in Sweden

Market Direction | 2023-06-23 | 25 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com