

## **Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Sweden**

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### **Report description:**

In 2022, disposable vapes and nicotine pouches were the two stand out products in the smokeless category. The migration from the Swedish-style snus to nicotine pouches continued in 2022. Snus is already a well-known product in Sweden and a popular choice among men. Women in particular have taken a liking to nicotine pouches, with the category benefitting from its novelty value and dynamic innovation. Product launches in 2022 include Strom nicotine pouch from Scandinavian Tobacco Group and Zone X...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco 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: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

### **Why buy this report?**

- \* Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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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Euromonitor International  
June 2023

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