

Tobacco in Sweden

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Report description:

Smoking prevalence in Sweden continued to decline in 2022 reaching just 6% nationwide. Indeed, low smoking prevalence has been a topical debate for some years now. Nevertheless, more Swedes continue to give up the smoking habit while new generations of alternative products, particularly nicotine pouches continue to witness dynamic growth. It is particularly noteworthy that Sweden has seen its smoking population decrease without the steep price increases (caused by tax) incurred by many other countries.

Euromonitor International's 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: Cigarettes, Cigarettes (Illicit+Legal), 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.

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

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reliable information resources to help drive informed strategic planning.

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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

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Cigars enjoy premium appeal among more affluent base

Fine cut tobacco also suffers from migration to tobacco-free substitutes

PROSPECTS AND OPPORTUNITIES

Limited category growth ahead for this mature category

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