

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

Market Direction | 2023-07-18 | 33 pages | Euromonitor

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### **Report description:**

In 2022, heated tobacco products maintained a strong performance, as more smokers adopted these as an alternative to cigarettes. Price promotions on devices, notably the entry-level compact device Iqos Iluma One by Philip Morris, contributed to sustaining consumer interest in the category, with Iqos remaining the leading brand in the Swiss market and seeking to cement its dominance. The biggest tobacco companies are committed to delivering "a smoke-free future", and as a result there has been he...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Switzerland 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  
July 2023

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Swedish-style snus and nicotine pouches make gains

New product developments and the competitive environment

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