

Nicotine Pouches Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis By Strength (Less than 6 mg/g, 6 mg/g to 12 mg/g, and More than 12 mg/g), Flavor [Original/Plain, and Flavored (Mint, Berry, Citrus, Fruity, Others)], Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Report description:

The nicotine pouches market size was valued at US\$ 3.53 billion in 2022 and is expected to reach US\$ 5.89 billion by 2030; it is estimated to register a CAGR of 6.6% from 2022 to 2030.

Nicotine pouches are available in original or plain flavor as well as variety of flavors, ranging from fruity to minty, providing users with a diverse and customizable experience. The major manufacturers market these pouches by specifically highlighting them as smoke-free alternatives and products that reduce the harmful effects associated with traditional smoking. Manufacturers leverage online platforms to engage with consumers, share educational content, and create a community of nicotine pouch consumers. Flavored nicotine pouches have gained popularity as a versatile and enjoyable alternative for nicotine consumption.

In terms of strength, the nicotine pouches market is segmented into less than 6 mg/g, 6 mg/g to 12 mg/g, and more than 12 mg/g. 6 mg/g to 12 mg/g segment is expected to register highest CAGR in the nicotine pouches market from 2022 to 2030. 6 mg/g to 12 mg/g range is often chosen by users who may be transitioning from smoking or seeking a more satisfying alternative. The versatility in nicotine strength allows users to fine-tune their experience based on personal preferences and tolerance levels. It is crucial for consumers to be mindful of their nicotine needs and consider factors such as previous tobacco use when selecting pouches within this range.

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Asia Pacific is estimated to register the fastest CAGR in the global nicotine pouches market from 2022 to 2030. Asia Pacific houses a significant portion of the world's tobacco users, presenting a massive potential market for nicotine pouches. Nicotine pouches, which are smokeless and often touted as tobacco-free, fit the bill for many consumers. In addition, as economies in the region flourish and disposable income rises, leading to increased spending on products such as nicotine pouches. Rapid urbanization fosters a more Westernized lifestyle, where new trends and pouches, including nicotine pouches, gain popularity faster than in rural areas. South Korea, a nation traditionally dominated by cigarettes, is witnessing a new entrant in the nicotine landscape: nicotine pouches. These pouches address growing concerns about the health risks associated with smoking.

China boasts the world's largest tobacco market, with cigarette consumption deeply ingrained in its social fabric. Japan is poised to witness significant development in nicotine consumption with the potential introduction of nicotine pouches. These innovative smoke-free alternatives to traditional cigarettes and vaping have already garnered significant traction in markets worldwide, and their arrival in Japan presents a unique opportunity for both consumers and industry players. For Japan, with its established smoking culture and growing health consciousness, nicotine pouches present a compelling proposition. These factors are likely to continue driving the market expansion during the forecast period.

A few players operating in the global nicotine pouches market include Swisher International Inc, Nu-X Ventures LLC, Swedish Match AB, Altria Group Inc, Imperial Brands plc, Philip Morris International Inc, British American Tobacco plc, Atlas International LLC, Sesh Products US Inc, and Enorama Pharma AB. Players operating in the global nicotine pouches market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global nicotine pouches market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers-along with external consultants such as valuation experts, research analysts, and key opinion leaders-specializing in the nicotine pouches market.

Table of Contents:

TABLE OF CONTENTS

- 1. Introduction
 - 1.1 The Insight Partners Research Report Guidance
 - 1.2 Market Segmentation
- 2. Executive Summary
 - 2.1 Key Insights
 - 2.2 Market Attractiveness
- 3. Research Methodology
 - 3.1 Coverage
 - 3.2 Secondary Research
 - 3.3 Primary Research
- 4. Nicotine Pouches Market Landscape
 - 4.1 Overview
 - 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Buyers
 - 4.2.2 Bargaining Power of Suppliers

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- 4.2.3 Threat of New Entrants
- 4.2.4 Threat of Substitutes
- 4.2.5 Competitive Rivalry
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Nicotine Pouch Manufacturers
 - 4.3.3 Distributors/Suppliers
 - 4.3.4 Distribution Channel
 - 4.3.5 List of Vendors in the Value Chain
- 5. Nicotine Pouches Market - Key Market Dynamics
 - 5.1 Nicotine Pouches Market - Key Market Dynamics
 - 5.2 Market Drivers
 - 5.2.1 Rising Popularity of Smokefree Alternatives to Tobacco Products
 - 5.2.2 Effective Branding and Marketing Strategies
 - 5.3 Market Restraints
 - 5.3.1 Stringent Government Regulations and Potential Restrictions on Nicotine Pouches
 - 5.4 Market Opportunities
 - 5.4.1 Strategic Development Initiatives by Key Market Players
 - 5.4.2 Accessibility of Nicotine Pouches through Online Channels
 - 5.5 Future Trends
 - 5.5.1 Sustainability Initiatives by Nicotine Pouch Manufacturers
 - 5.6 Impact of Drivers and Restraints:
- 6. Nicotine Pouches Market - Global Market Analysis
 - 6.1 Nicotine Pouches Market Revenue (US\$ Million), 2022-2030
 - 6.2 Nicotine Pouches Market Forecast Analysis
- 7. Nicotine Pouches Market Analysis - by Strength
 - 7.1 Less than 6mg/g
 - 7.1.1 Overview
 - 7.1.2 Less than 6mg/g: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 7.2 6mg/g to 12mg/g
 - 7.2.1 Overview
 - 7.2.2 6mg/g to 12mg/g: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 7.3 More than 12mg/g
 - 7.3.1 Overview
 - 7.3.2 More than 12mg/g: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
- 8. Nicotine Pouches Market Analysis - by Flavor
 - 8.1 Original /Plain
 - 8.1.1 Overview
 - 8.1.2 Original /Plain: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 8.2 Flavored
 - 8.2.1 Overview
 - 8.2.2 Flavored: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 8.3 Mint
 - 8.3.1 Overview
 - 8.3.2 Mint: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 8.4 Berry
 - 8.4.1 Overview

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- 8.4.2 Berry: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
- 8.5 Citrus
 - 8.5.1 Overview
 - 8.5.2 Citrus: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
- 8.6 Fruity
 - 8.6.1 Overview
 - 8.6.2 Fruity: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
- 8.7 Others
 - 8.7.1 Overview
 - 8.7.2 Others: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
- 9. Nicotine Pouches Market Analysis - by Distribution Channel
 - 9.1 Supermarkets and Hypermarkets
 - 9.1.1 Overview
 - 9.1.2 Supermarkets and Hypermarkets: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 9.2 Convenience Store
 - 9.2.1 Overview
 - 9.2.2 Convenience Store: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 9.3 Online Retail
 - 9.3.1 Overview
 - 9.3.2 Online Retail: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 9.4 Others
 - 9.4.1 Overview
 - 9.4.2 Others: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
- 10. Nicotine Pouches Market - Geographical Analysis
 - 10.1 Overview
 - 10.2 North America
 - 10.2.1 North America Nicotine Pouches Market Overview
 - 10.2.2 North America: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.2.3 North America: Nicotine Pouches Market Breakdown, by Strength
 - 10.2.3.1 North America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Strength
 - 10.2.4 North America: Nicotine Pouches Market Breakdown, by Flavor
 - 10.2.4.1 North America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Flavor
 - 10.2.5 North America: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.2.5.1 North America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Distribution Channel
 - 10.2.6 North America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.2.6.1 North America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.2.6.2 United States: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.2.6.2.1 United States: Nicotine Pouches Market Breakdown, by Strength
 - 10.2.6.2.2 United States: Nicotine Pouches Market Breakdown, by Flavor
 - 10.2.6.2.3 United States: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.2.6.3 Canada: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.2.6.3.1 Canada: Nicotine Pouches Market Breakdown, by Strength
 - 10.2.6.3.2 Canada: Nicotine Pouches Market Breakdown, by Flavor
 - 10.2.6.3.3 Canada: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.2.6.4 Mexico: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.2.6.4.1 Mexico: Nicotine Pouches Market Breakdown, by Strength
 - 10.2.6.4.2 Mexico: Nicotine Pouches Market Breakdown, by Flavor

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- 10.2.6.4.3 Mexico: Nicotine Pouches Market Breakdown, by Distribution Channel
- 10.3 Europe
 - 10.3.1 Europe Nicotine Pouches Market Overview
 - 10.3.2 Europe: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.3.3 Europe: Nicotine Pouches Market Breakdown, by Strength
 - 10.3.3.1 Europe: Nicotine Pouches Market - Revenue and Forecast Analysis - by Strength
 - 10.3.4 Europe: Nicotine Pouches Market Breakdown, by Flavor
 - 10.3.4.1 Europe: Nicotine Pouches Market - Revenue and Forecast Analysis - by Flavor
 - 10.3.5 Europe: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.3.5.1 Europe: Nicotine Pouches Market - Revenue and Forecast Analysis - by Distribution Channel
 - 10.3.6 Europe: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.3.6.1 Europe: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.3.6.2 France: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.3.6.2.1 France: Nicotine Pouches Market Breakdown, by Strength
 - 10.3.6.2.2 France: Nicotine Pouches Market Breakdown, by Flavor
 - 10.3.6.2.3 France: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.3.6.3 Italy: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.3.6.3.1 Italy: Nicotine Pouches Market Breakdown, by Strength
 - 10.3.6.3.2 Italy: Nicotine Pouches Market Breakdown, by Flavor
 - 10.3.6.3.3 Italy: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.3.6.4 United Kingdom: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.3.6.4.1 United Kingdom: Nicotine Pouches Market Breakdown, by Strength
 - 10.3.6.4.2 United Kingdom: Nicotine Pouches Market Breakdown, by Flavor
 - 10.3.6.4.3 United Kingdom: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.3.6.5 Sweden: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.3.6.5.1 Sweden: Nicotine Pouches Market Breakdown, by Strength
 - 10.3.6.5.2 Sweden: Nicotine Pouches Market Breakdown, by Flavor
 - 10.3.6.5.3 Sweden: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.3.6.6 Rest of Europe: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.3.6.6.1 Rest of Europe: Nicotine Pouches Market Breakdown, by Strength
 - 10.3.6.6.2 Rest of Europe: Nicotine Pouches Market Breakdown, by Flavor
 - 10.3.6.6.3 Rest of Europe: Nicotine Pouches Market Breakdown, by Distribution Channel
- 10.4 Asia Pacific
 - 10.4.1 Asia Pacific Nicotine Pouches Market Overview
 - 10.4.2 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.4.3 Asia Pacific: Nicotine Pouches Market Breakdown, by Strength
 - 10.4.3.1 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast Analysis - by Strength
 - 10.4.4 Asia Pacific: Nicotine Pouches Market Breakdown, by Flavor
 - 10.4.4.1 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast Analysis - by Flavor
 - 10.4.5 Asia Pacific: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.4.5.1 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast Analysis - by Distribution Channel
 - 10.4.6 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.4.6.1 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.4.6.2 China: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.4.6.2.1 China: Nicotine Pouches Market Breakdown, by Strength
 - 10.4.6.2.2 China: Nicotine Pouches Market Breakdown, by Flavor
 - 10.4.6.2.3 China: Nicotine Pouches Market Breakdown, by Distribution Channel

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- 10.4.6.3 Pakistan: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.4.6.3.1 Pakistan: Nicotine Pouches Market Breakdown, by Strength
 - 10.4.6.3.2 Pakistan: Nicotine Pouches Market Breakdown, by Flavor
 - 10.4.6.3.3 Pakistan: Nicotine Pouches Market Breakdown, by Distribution Channel
- 10.4.6.4 Japan: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.4.6.4.1 Japan: Nicotine Pouches Market Breakdown, by Strength
 - 10.4.6.4.2 Japan: Nicotine Pouches Market Breakdown, by Flavor
 - 10.4.6.4.3 Japan: Nicotine Pouches Market Breakdown, by Distribution Channel
- 10.4.6.5 South Korea: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.4.6.5.1 South Korea: Nicotine Pouches Market Breakdown, by Strength
 - 10.4.6.5.2 South Korea: Nicotine Pouches Market Breakdown, by Flavor
 - 10.4.6.5.3 South Korea: Nicotine Pouches Market Breakdown, by Distribution Channel
- 10.4.6.6 Rest of APAC: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.4.6.6.1 Rest of APAC: Nicotine Pouches Market Breakdown, by Strength
 - 10.4.6.6.2 Rest of APAC: Nicotine Pouches Market Breakdown, by Flavor
 - 10.4.6.6.3 Rest of APAC: Nicotine Pouches Market Breakdown, by Distribution Channel
- 10.5 Middle East and Africa
 - 10.5.1 Middle East and Africa Nicotine Pouches Market Overview
 - 10.5.2 Middle East and Africa: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.5.3 Middle East and Africa: Nicotine Pouches Market Breakdown, by Strength
 - 10.5.3.1 Middle East and Africa: Nicotine Pouches Market - Revenue and Forecast Analysis - by Strength
 - 10.5.4 Middle East and Africa: Nicotine Pouches Market Breakdown, by Flavor
 - 10.5.4.1 Middle East and Africa: Nicotine Pouches Market - Revenue and Forecast Analysis - by Flavor
 - 10.5.5 Middle East and Africa: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.5.5.1 Middle East and Africa: Nicotine Pouches Market - Revenue and Forecast Analysis - by Distribution Channel
 - 10.5.6 Middle East and Africa: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.5.6.1 Middle East and Africa: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.5.6.2 United Arab Emirates: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.5.6.2.1 United Arab Emirates: Nicotine Pouches Market Breakdown, by Strength
 - 10.5.6.2.2 United Arab Emirates: Nicotine Pouches Market Breakdown, by Flavor
 - 10.5.6.2.3 United Arab Emirates: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.5.6.3 Saudi Arabia: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.5.6.3.1 Saudi Arabia: Nicotine Pouches Market Breakdown, by Strength
 - 10.5.6.3.2 Saudi Arabia: Nicotine Pouches Market Breakdown, by Flavor
 - 10.5.6.3.3 Saudi Arabia: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.5.6.4 South Africa: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.5.6.4.1 South Africa: Nicotine Pouches Market Breakdown, by Strength
 - 10.5.6.4.2 South Africa: Nicotine Pouches Market Breakdown, by Flavor
 - 10.5.6.4.3 South Africa: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.5.6.5 Rest of Middle East and Africa: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.5.6.5.1 Rest of Middle East and Africa: Nicotine Pouches Market Breakdown, by Strength
 - 10.5.6.5.2 Rest of Middle East and Africa: Nicotine Pouches Market Breakdown, by Flavor
 - 10.5.6.5.3 Rest of Middle East and Africa: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.6 South and Central America
 - 10.6.1 South and Central America Nicotine Pouches Market Overview
 - 10.6.2 South and Central America: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.6.3 South and Central America: Nicotine Pouches Market Breakdown, by Strength

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- 10.6.3.1 South and Central America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Strength
- 10.6.4 South and Central America: Nicotine Pouches Market Breakdown, by Flavor
 - 10.6.4.1 South and Central America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Flavor
- 10.6.5 South and Central America: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.6.5.1 South and Central America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Distribution Channel
- 10.6.6 South and Central America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.6.6.1 South and Central America: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country
 - 10.6.6.2 Brazil: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.6.6.2.1 Brazil: Nicotine Pouches Market Breakdown, by Strength
 - 10.6.6.2.2 Brazil: Nicotine Pouches Market Breakdown, by Flavor
 - 10.6.6.2.3 Brazil: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.6.6.3 Argentina: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.6.6.3.1 Argentina: Nicotine Pouches Market Breakdown, by Strength
 - 10.6.6.3.2 Argentina: Nicotine Pouches Market Breakdown, by Flavor
 - 10.6.6.3.3 Argentina: Nicotine Pouches Market Breakdown, by Distribution Channel
 - 10.6.6.4 Rest of South and Central America: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)
 - 10.6.6.4.1 Rest of South and Central America: Nicotine Pouches Market Breakdown, by Strength
 - 10.6.6.4.2 Rest of South and Central America: Nicotine Pouches Market Breakdown, by Flavor
 - 10.6.6.4.3 Rest of South and Central America: Nicotine Pouches Market Breakdown, by Distribution Channel
- 11. Nicotine Pouches Market - Impact of COVID-19 Pandemic
 - 11.1 Pre & Post COVID-19 Impact
- 12. Competitive Landscape
 - 12.1 Company Positioning & Concentration
- 13. Industry Landscape
 - 13.1 Overview
 - 13.2 Product Approval
 - 13.3 Company News
 - 13.4 Merger and Acquisition
- 14. Company Profiles
 - 14.1 Swisher International Inc
 - 14.1.1 Key Facts
 - 14.1.2 Business Description
 - 14.1.3 Products and Services
 - 14.1.4 Financial Overview
 - 14.1.5 SWOT Analysis
 - 14.1.6 Key Developments
 - 14.2 Nu-X Ventures LLC
 - 14.2.1 Key Facts
 - 14.2.2 Business Description
 - 14.2.3 Products and Services
 - 14.2.4 Financial Overview
 - 14.2.5 SWOT Analysis
 - 14.2.6 Key Developments
 - 14.3 Swedish Match AB
 - 14.3.1 Key Facts
 - 14.3.2 Business Description
 - 14.3.3 Products and Services

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- 14.3.4 Financial Overview
- 14.3.5 SWOT Analysis
- 14.3.6 Key Developments
- 14.4 Altria Group Inc
- 14.4.1 Key Facts
- 14.4.2 Business Description
- 14.4.3 Products and Services
- 14.4.4 Financial Overview
- 14.4.5 SWOT Analysis
- 14.4.6 Key Developments
- 14.5 Imperial Brands Plc
- 14.5.1 Key Facts
- 14.5.2 Business Description
- 14.5.3 Products and Services
- 14.5.4 Financial Overview
- 14.5.5 SWOT Analysis
- 14.5.6 Key Developments
- 14.6 Philip Morris International Inc
- 14.6.1 Key Facts
- 14.6.2 Business Description
- 14.6.3 Products and Services
- 14.6.4 Financial Overview
- 14.6.5 SWOT Analysis
- 14.6.6 Key Developments
- 14.7 British American Tobacco Plc
- 14.7.1 Key Facts
- 14.7.2 Business Description
- 14.7.3 Products and Services
- 14.7.4 Financial Overview
- 14.7.5 SWOT Analysis
- 14.7.6 Key Developments
- 14.8 Atlas International LLC
- 14.8.1 Key Facts
- 14.8.2 Business Description
- 14.8.3 Products and Services
- 14.8.4 Financial Overview
- 14.8.5 SWOT Analysis
- 14.8.6 Key Developments
- 14.9 Sesh Products US Inc
- 14.9.1 Key Facts
- 14.9.2 Business Description
- 14.9.3 Products and Services
- 14.9.4 Financial Overview
- 14.9.5 SWOT Analysis
- 14.9.6 Key Developments
- 14.10 Enorama Pharma AB
- 14.10.1 Key Facts

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- 14.10.2 Business Description
- 14.10.3 Products and Services
- 14.10.4 Financial Overview
- 14.10.5 SWOT Analysis
- 14.10.6 Key Developments
- 15. Appendix
- 15.1 About The Insight Partners

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