

Snus - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Snus Market size is estimated at USD 2.98 billion in 2024, and is expected to reach USD 3.43 billion by 2029, growing at a CAGR of 2.80% during the forecast period (2024-2029).

Snus is often considered a less harmful alternative to smoking because it doesn't involve inhaling smoke. This characteristic has led to its popularity as a harm-reduction product. Stringent government rules and regulations regarding smoking and environmental contamination are propelling the demand for snus among consumers across the globe. In major developed countries like the United States, the efforts of governments to reduce smoking by granting permission for the usage of tobacco and nicotine alternatives are further increasing the adoption of snus globally. The snus market is still niche but growing slowly due to the variety offered by the market players. Snus is available in different fruit flavors and is consumed by the majority of young millennials as an alternative to smoking.

The rising popularity of snus due to the ease of the application it provides to its users is a significant factor driving the market. The ease with which the product can be used anywhere, as compared to cigarettes, which cannot be smoked in public or no-smoking zones due to the negative impacts of combustion, has played an essential role in promoting snus use. The product's low risk of gastrointestinal, lung, and pancreatic cancers and respiratory disorders is a significant reason for its popularity among nicotine addicts. The snus market is expected to continue growing, especially in regions where smoking rates are high, and there is a push for harm reduction. However, its expansion is closely tied to changing tobacco regulations in different countries. Education and awareness about the relative risks and benefits of snus compared to smoking play a significant role in driving the market growth.

Snus Market Trends

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Increase in the Adoption of Snus Among the Young Generation

The demand for snus is increasing among young consumers owing to its less harmful effects than other tobacco products and the availability of different flavor varieties. The development of snus boxes with new colors, new designs, and flavors such as menthol, licorice, and vanilla that "appeal to young people" by the snus industry led to an increase in snus use among teenagers. Therefore, the development of new flavors such as fruits, eucalyptus, mint, berries, citrus, cedar, bergamot, hay, smoky, dry fruit, spices, hay, and tea will aid in boosting product demand in the coming years. One of the main factors in tobacco and cigarette addicts switching to the product is the low incidence of lung, pancreatic, and oral cancers and respiratory illnesses linked to its use. Unlike other kinds of smokeless tobacco, which are fermented during production, snus is made by steam pasteurizing the tobacco. This prevents the development of microbes that produce tobacco-specific nitrosamines, frequently present in other smokeless tobacco products and are known to cause cancer. The market players are providing different flavored snus products in the market. For instance, Dholakiya Tobacco, an Indian company provides a range of snus in different flavors like cool mint, watermelon, and others. This factor is expected to boost product demand during the forecast period.

Europe Remains the Largest Market

Europe remains the largest growing market for snus. The demand for snus is driven by the fact that it is less harmful than cigarette smoking. The rise of e-commerce was an industry trend that contributed to the snus market in European countries, owing to the relatively young consumer demographic more accustomed to e-commerce. Online retailers are offering lower prices than traditional retailers, as well as extensive product selection, which further intensifies the growth of the snus market in the European regions. The major players in the region are providing a wide range of snus products in the market with authorization from government authorities. For instance, Swedish Match received authorization from the Food and Drug Administration to market their products as less harmful than smoking cigarettes. Owing to this, the demand for snus is increasing in the region. Over the medium term, the demand for snus is expected to increase owing to its increasing marketing and advertising and variety.

Snus Industry Overview

The snus market is highly competitive, with the strong presence of global and regional players in the market. The prominent players in the market include Swedish Match AB, Altria Group, Inc., Japan Tobacco Inc., Imperial Brands plc, and GN Tobacco Sweden AB. Tobacco companies have always seen innovation and new product development (NPD) as a way of boosting brand performance, keeping existing customers loyal, and attracting new ones. Owing to this factor, companies worldwide have steadily diversified into alternative tobacco and nicotine products, including smokeless tobacco.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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