

**Smokeless Tobacco Market by Type (Chewing Tobacco, Dipping Tobacco, Dissolvable Tobacco, Snuff, and Others), Form (Dry, Moist), Route (Oral, Nasal), Distribution Channel (Supermarkets and Hypermarkets, Tobacco Stores, Online Stores, and Others), and Region 2024-2032**

Market Report | 2024-04-08 | 135 pages | IMARC Group

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**Report description:**

The global smokeless tobacco market size reached US\$ 20.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 29.7 Billion by 2032, exhibiting a growth rate (CAGR) of 4% during 2024-2032. The growing awareness about the harmful impacts of smoking cigarettes, rising demand for flavored smokeless tobacco, and the increasing investments in snuff and gutka represent some of the key factors driving the market.

Smokeless tobacco comprises tobacco that can be chewed, swallowed, sucked, or inhaled rather than smoked. It is used as loose leaf, plug, twist, dry powder, and moist snuff, which is stored in pouches, paper packets, and small cans. It is widely available in various flavorings, such as cinnamon, berry, vanilla, and apple, and can be pressed into tablets, sticks, or strips. It can be placed between the inner cheek and gums on the lower part of the jaw to suck the tobacco juices. It allows nicotine to get into the bloodstream through the gums without swallowing tobacco. It is a safer alternative to smoking as smokeless tobacco is pasteurized to reduce the number of bacteria that can produce cancer-causing chemicals.

**Smokeless Tobacco Market Trends:**

At present, the increasing demand for smokeless tobacco among the masses due to its ease of use, affordability, pleasant flavor, and reduced health risks as compared to smoking represents one of the key factors supporting the growth of the market. Besides this, there is a rise in the demand for smokeless tobacco as it contains twice as much nicotine as an average cigarette, which attracts users who consume high doses of nicotine. This, along with the wide availability of smokeless tobacco through online and offline distribution channels, is currently propelling the growth of the market. In addition, key manufacturers are extensively

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investing in smoke-free varieties, such as snuff and gutka, across the globe. They are also focusing on various marketing strategies to expand their customer base, which is strengthening the growth of the market. Moreover, the rising awareness among the masses about the harmful impacts of smoking cigarettes is offering lucrative growth opportunities to industry investors. Governing agencies of several countries are also undertaking initiatives to increase the excise duty on cigarettes, which is catalyzing the demand for smokeless tobacco. Apart from this, the growing demand for flavored smokeless tobacco, such as peach, apple, honeydew, strawberry, pineapple, honeysuckle, champagne, and prune, is positively influencing the market. Additionally, the increasing number of betel leaf shops and brick-and-mortar stores across the globe is bolstering the growth of the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global smokeless tobacco market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on type, form, route, and distribution channel.

#### Type Insights:

- Chewing Tobacco
- Dipping Tobacco
- Dissolvable Tobacco
- Snuff
- Others

The report has provided a detailed breakup and analysis of the smokeless tobacco market based on the type. This includes chewing tobacco, dipping tobacco, dissolvable tobacco, snuff, and others. According to the report, chewing tobacco represented the largest segment.

#### Form Insights:

- Dry
- Moist

A detailed breakup and analysis of the smokeless tobacco market based on the form has also been provided in the report. This includes dry and moist. According to the report, dry accounted for the largest market share.

#### Route Insights:

- Oral
- Nasal

A detailed breakup and analysis of the smokeless tobacco market based on the route has also been provided in the report. This includes oral and nasal.

#### Distribution Channel Insights:

- Supermarkets and Hypermarkets
- Tobacco Stores
- Online Stores

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## Others

A detailed breakup and analysis of the smokeless tobacco market based on the distribution channel has also been provided in the report. This includes supermarkets and hypermarkets, tobacco stores, online stores, and others.

## Regional Insights:

### North America

United States

Canada

### Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

### Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

### Latin America

Brazil

Mexico

Others

### Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets that include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa.

## Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global smokeless tobacco market.

Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies include Altria Group Inc., British American Tobacco plc, DS Group, Imperial Brands PLC, Japan Tobacco Inc., Mac Baren Tobacco Company A/S, Swedish Match AB, Swisher, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

## Key Questions Answered in This Report:

How has the global smokeless tobacco market performed so far and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global smokeless tobacco market?

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What are the key regional markets?  
Which countries represent the most attractive smokeless tobacco markets?  
What is the breakup of the market based on the type?  
Which is the most attractive type in the smokeless tobacco market?  
What is the breakup of the market based on the form?  
Which is the most attractive form in the smokeless tobacco market?  
What is the breakup of the market based on the route?  
Which is the most attractive route in the smokeless tobacco market?  
What is the breakup of the market based on the distribution channel?  
Which is the most attractive distribution channel in the smokeless tobacco market?  
What is the competitive structure of the global smokeless tobacco market?  
Who are the key players/companies in the global smokeless tobacco market?

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