

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Denmark

Market Direction | 2024-05-29 | 35 pages | Euromonitor

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Report description:

As in 2022, smokeless tobacco, e-vapour products and heated tobacco in Denmark did not see uniform retail volume sales developments at the end of the review period. In this vein, retail volume sales of chewing tobacco and e-vapour products continued to decline in 2023; however, retail volume sales of heated tobacco and, to a greater extent, nicotine pouches continued to see an upward trend at the end of the review period. Chewing tobacco and e-vapour products may be seeing a level of maturity an...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, 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 2028 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
May 2024

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SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN DENMARK

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales development varies across categories

Nicotine pouches continues to gain traction but changes lie ahead

E-liquids continues to feel the effects of new limitations on flavour content

PROSPECTS AND OPPORTUNITIES

Nicotine pouches to continue to develop and grow despite stricter regulation

Major new entrant to continue to help develop heated tobacco

Closed system single use to offer oasis of retail volume growth in e-vapour products

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TOBACCO IN DENMARK

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