

## **Tobacco in Finland**

Market Direction | 2024-05-29 | 50 pages | Euromonitor

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### **Report description:**

Retail sales of tobacco in Finland continued to fall in volume terms in 2023, consistent with the downward trend in smoking prevalence across the country. Finns are very aware of the harmful impact of smoking, especially since the COVID-19 pandemic, and there is a clear polarisation taking place between those who smoke and those who do not. While some consumers are switching to next-generation products, such as e-vapour products and nicotine pouches, others are quitting smoking entirely, as ciga...

Euromonitor International's Tobacco in Finland 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: Cigarettes, Cigarettes (Illicit+Legal), Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### **Why buy this report?**

- \* Get a detailed picture of the 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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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Further decline in 2023, as consistent tax rises hit the pockets of smokers  
New restrictions make it harder for consumers to indulge their smoking habit  
Introduction of plain packaging benefits major players

### PROSPECTS AND OPPORTUNITIES

Further decline expected, as more Finns quit smoking due to health concerns and increasing prices  
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### PROSPECTS AND OPPORTUNITIES

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Cigars will need to attract younger males to assure positive performance  
Tax hikes will have an impact on sales

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