

## **Tobacco in Norway**

Market Direction | 2024-06-10 | 47 pages | Euromonitor

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### **Report description:**

Sales of cigarettes, cigars, cigarillos and smoking tobacco declined in retail volume terms in 2023. Smoking prevalence also dropped in 2023 compared to 2022. More people are quitting smoking for health and financial reasons while some smokers are also switching to smokeless tobacco such as snus. The percentage of the population that uses snus daily has doubled in the past ten years. Snus is considered acceptable publicly, contrary to smoking, and is a popular product among younger generations.

Euromonitor International's Tobacco in Norway 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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Euromonitor International  
June 2024

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