

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

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Report description:

Although Switzerland is amongst the most mature markets in Europe for heated tobacco products in terms of consumer adoption, the category continued to record solid double-digit retail volume growth in 2023. The heat-not-burn technology used for heated tobacco devices remains relatively new, and continues to gain popularity amongst adult cigarette smokers seeking alternative nicotine products - which are not only considered less harmful to health, but also without the inconvenience of smoke, ash,...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Switzerland 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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Closed system single-use e-vapour products sees dynamism and product development

Competition increases in heated tobacco products

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