

**Tobacco in Switzerland**

Market Direction | 2024-08-16 | 63 pages | Euromonitor

**AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

**Report description:**

Following the notable decline in retail volume sales of cigarettes in Switzerland observed in 2022, a further fall was seen in 2023, although at a slower rate. This is partly because the Swiss government's commitment to fostering a smoke-free and health-oriented lifestyle, especially amongst younger generations, has become even more pronounced. The decline for cigarettes was further driven by the growing trend of individuals, particularly young adults of legal smoking age, shifting from cigarett...

Euromonitor International's 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: 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Tobacco in Switzerland

Euromonitor International

August 2024

### List Of Contents And Tables

#### TOBACCO IN SWITZERLAND

##### EXECUTIVE SUMMARY

Tobacco in 2023: The big picture

Key trends

Competitive landscape

Retailing developments

What next for tobacco?

#### OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

#### PRODUCTION/IMPORTS/EXPORTS

#### MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2018-2023

#### MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2018-2023

Table 3 Sales of Tobacco by Category: Value 2018-2023

Table 4 Sales of Tobacco by Category: % Volume Growth 2018-2023

Table 5 Sales of Tobacco by Category: % Value Growth 2018-2023

Table 6 Forecast Sales of Tobacco by Category: Volume 2023-2028

Table 7 Forecast Sales of Tobacco by Category: Value 2023-2028

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2023-2028

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2023-2028

#### DISCLAIMER

#### SOURCES

Summary 2 Research Sources

#### CIGARETTES IN SWITZERLAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales decline, but youth smoking remains a concern

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Players' focus on heated tobacco leads some consumers to switch away from cigarettes

The competition intensifies as brands try to appeal to consumer preferences

#### PROSPECTS AND OPPORTUNITIES

Switch to other tobacco categories set to continue

Decline in smoking prevalence as legislation tightens and health awareness rises

Even products with a distinct positioning may have trouble surviving

#### TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2018-2023

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

#### CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2018-2023

Table 12 Sales of Cigarettes by Category: Value 2018-2023

Table 13 Sales of Cigarettes: % Volume Growth 2018-2023

Table 14 Sales of Cigarettes by Category: % Value Growth 2018-2023

Table 15 Sales of Cigarettes by Blend: % Volume 2018-2023

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2018-2023

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2018-2023

Table 18 Sales of Cigarettes by Pack Size: % Volume 2018-2023

Table 19 Sales of Cigarettes by Price Band: % Volume 2018-2023

Table 20 NBO Company Shares of Cigarettes: % Volume 2019-2023

Table 21 LBN Brand Shares of Cigarettes: % Volume 2020-2023

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2018-2023

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2018-2023

Table 24 Forecast Sales of Cigarettes: Volume 2023-2028

Table 25 Forecast Sales of Cigarettes by Category: Value 2023-2028

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2023-2028

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2023-2028

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2023-2028

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2023-2028

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2023-2028

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2023-2028

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2023-2028

#### CIGARS, CIGARILLOS AND SMOKING TOBACCO IN SWITZERLAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite turning to decline, volume sales of cigars and cigarillos remain resilient

Premiumisation in cigars limits value decline

Smoking tobacco fares better, with pipe tobacco even returning to volume growth

#### PROSPECTS AND OPPORTUNITIES

Various challenges will contribute to continued decline for cigars and cigarillos

Flavoured products and e-commerce likely to be considered to stem decline

Players likely to focus on the premium segment in fine cut tobacco

#### CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2018-2023

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2018-2023

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2018-2023

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2018-2023

Table 37 Sales of Cigars by Size: % Volume 2018-2023

Table 38 Sales of Cigarillos by Price Platform 2018-2023

Table 39 NBO Company Shares of Cigars and Cigarillos: % Volume 2019-2023

Table 40 LBN Brand Shares of Cigars and Cigarillos: % Volume 2020-2023

Table 41 NBO Company Shares of Cigars: % Volume 2019-2023

Table 42 LBN Brand Shares of Cigars: % Volume 2020-2023

Table 43 NBO Company Shares of Cigarillos: % Volume 2019-2023

Table 44 LBN Brand Shares of Cigarillos: % Volume 2020-2023

Table 45 NBO Company Shares of Smoking Tobacco: % Volume 2019-2023

Table 46 LBN Brand Shares of Smoking Tobacco: % Volume 2020-2023

Table 47 NBO Company Shares of Pipe Tobacco: % Volume 2019-2023

Table 48 LBN Brand Shares of Pipe Tobacco: % Volume 2020-2023

Table 49 NBO Company Shares of Fine Cut Tobacco: % Volume 2019-2023

Table 50 LBN Brand Shares of Fine Cut Tobacco: % Volume 2020-2023

Table 51 Distribution of Cigars and Cigarillos by Format: % Volume 2018-2023

Table 52 Distribution of Smoking Tobacco by Format: % Volume 2018-2023

Table 53 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2023-2028

Table 54 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2023-2028

Table 55 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2023-2028

Table 56 Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2023-2028

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

KEY DATA FINDINGS

2023 DEVELOPMENTS

Heated tobacco products benefits from consumers switching from cigarettes

Closed system single-use e-vapour products sees dynamism and product development

Competition increases in heated tobacco products

PROSPECTS AND OPPORTUNITIES

Growth trend for heated tobacco products set to be maintained, although will slow

Challenges for e-vapour products and nicotine pouches

Incorporating CBD and hemp into tobacco products may be seen as an opportunity

CATEGORY INDICATORS

Table 57 Number of Adult Vapers 2018-2023

CATEGORY DATA

Table 58 Sales of Smokeless Tobacco by Category: Volume 2018-2023

Table 59 Sales of Smokeless Tobacco by Category: % Volume Growth 2018-2023

Table 60 Sales of E-Vapour Products by Category: Volume 2018-2023

Table 61 Sales of E-Vapour Products by Category: % Volume Growth 2018-2023

Table 62 Sales of Tobacco Heating Devices: Volume 2018-2023

Table 63 Sales of Tobacco Heating Devices: % Volume Growth 2018-2023

Table 64 Sales of Heated Tobacco: Volume 2018-2023

Table 65 Sales of Heated Tobacco: % Volume Growth 2018-2023

Table 66 Sales of Tobacco Free Oral Nicotine: Volume 2018-2023

Table 67 Sales of Tobacco Free Oral Nicotine: % Volume Growth 2018-2023

Table 68 Sales of Tobacco Free Oral Nicotine by Category: Value 2018-2023

Table 69 Sales of Tobacco Free Oral Nicotine: % Value Growth 2018-2023

Table 70 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2018-2023  
Table 71 □Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2018-2023  
Table 72 □Sales of E-Liquids by Nicotine Strength: % Value 2020-2023  
Table 73 □NBO Company Shares of Smokeless Tobacco: % Volume 2019-2023  
Table 74 □LBN Brand Shares of Smokeless Tobacco: % Volume 2020-2023  
Table 75 □NBO Company Shares of E-Vapour Products: % Value 2019-2023  
Table 76 □LBN Brand Shares of E-Vapour Products: % Value 2020-2023  
Table 77 □NBO Company Shares of Tobacco Heating Devices: % Volume 2019-2023  
Table 78 □LBN Brand Shares of Tobacco Heating Devices: % Volume 2020-2023  
Table 79 □NBO Company Shares of Heated Tobacco: % Volume 2019-2023  
Table 80 □LBN Brand Shares of Heated Tobacco: % Volume 2020-2023  
Table 81 □NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2019-2023  
Table 82 □LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2020-2023  
Table 83 □Distribution of Smokeless Tobacco by Format: % Volume 2018-2023  
Table 84 □Distribution of E-Vapour Products by Format: % Value 2018-2023  
Table 85 □Distribution of Tobacco Heating Devices by Format: % Volume 2018-2023  
Table 86 □Distribution of Heated Tobacco by Format: % Volume 2018-2023  
Table 87 □Forecast Sales of Smokeless Tobacco by Category: Volume 2023-2028  
Table 88 □Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2023-2028  
Table 89 □Forecast Sales of E-Vapour Products by Category: Volume 2023-2028  
Table 90 □Forecast Sales of E-Vapour Products by Category: % Volume Growth 2023-2028  
Table 91 □Forecast Sales of Tobacco Heating Devices: Volume 2023-2028  
Table 92 □Forecast Sales of Tobacco Heating Devices: % Volume Growth 2023-2028  
Table 93 □Forecast Sales of Heated Tobacco: Volume 2023-2028  
Table 94 □Forecast Sales of Heated Tobacco: % Volume Growth 2023-2028  
Table 95 □Forecast Sales of Tobacco Free Oral Nicotine: Volume 2023-2028  
Table 96 □Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2023-2028  
Table 97 □Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2023-2028  
Table 98 □Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2023-2028  
Table 99 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2023-2028  
Table 100 □Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2023-2028

**Tobacco in Switzerland**

Market Direction | 2024-08-16 | 63 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

[www.scotts-international.com](http://www.scotts-international.com)