

Tobacco in Switzerland

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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.

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