

# **Global Snus Market Size study & Forecast, by Product (Loose, Portion), by Flavor (Mint, Whiskey, Fruit, Others), and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Snus Market is valued at approximately USD 2.90 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 4.4% during the forecast period 2023-2030. Snus, a form of moist tobacco-based product widely produced in Sweden and commonly found in Nordic countries such as Finland and Norway, is consumed orally by placing it behind the lower or upper lip for extended periods. It serves as a smokeless product with a higher nicotine content than cigarettes, making it highly addictive. Manufactured from a blend of dried tobacco leaves and salt, the snus is moistened with hot water vapor, and the final product, containing about 50% water, requires refrigeration. Available in loose or portioned forms in the market, snus is gaining popularity in the U.S. as an alternative to chewing, smoking, and dipping tobacco, despite its known health risks, including the potential for cancer and mortality associated with its consumption.

The market growth is driven by the increasing popularity of Snus as a Harmless Cigarette Substitute and the availability of a variety of Flavors. The introduction of new flavors, including fruits, eucalyptus, mint, berries, citrus, cedar, bergamot, hay, smoky, dry fruit, spices, and tea, is poised to contribute significantly to the increasing demand for snus in the forthcoming years 2023-2030. A key driver prompting tobacco and cigarette enthusiasts to switch to snus is its slower incidence of lung, pancreatic, and oral cancers, as well as respiratory illnesses compared to other tobacco products. Unlike fermented smokeless tobacco, snus undergoes steam pasteurization during production, preventing the development of cancer-causing tobacco-specific nitrosamines produced by microbes. Market players are capitalizing on this trend by offering a variety of flavored snus products. For example, Dholakiya Tobacco, an Indian company, provides a diverse range of snus flavors such as cool mint and watermelon, enhancing the

appeal and projected demand for the product in the forecast period. However, Stringent Government Regulations in Some Countries and risks associated with Over Consumption of Snus stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Snus Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe holds a dominating position in the Snus Market, primarily driven by the widespread popularity of these products among male consumers in Scandinavian nations such as Norway and Sweden. The region's dominance is further propelled by a surge in new product launches within these countries. Meanwhile, the Middle East and Africa emerge as the anticipated growth hubs for the Snus Market. This growth is attributed to the introduction of innovative flavors, heightened consumer awareness advocating the use of snus over other tobacco products, and increased research and development activities in this geographical region.

Major market player included in this report are:

Swedish Match AB

Gotlandssnus

BAT (British American Tobacco)

Skruf Snus

Altria Group, Inc.

AG Snus

Dacapo Silver AB

GN Tobacco Sweden AB

Gordito O?

Nordic Snus AB

Recent Developments in the Market:

In January 2023, Cannadips Europe, a brand under SpectrumLeaf offering premium CBD products in the European market, entered a partnership with Snushus AG. This collaboration aimed to introduce all-natural CBD snus pouches and make the core collection available in-store.

In November 2022, Philip Morris International made a strategic move by acquiring Swedish Match, a globally renowned manufacturer of snus and nicotine products. The primary objective behind this acquisition was PMI's entry into the United States Market.

In September 2021, Swedish Match took a significant step by deciding to discontinue the production of combustible tobacco products entirely. Simultaneously, the company disclosed plans to spin off its cigar business to shareholders.

In May 2021, Philip Morris International expanded its portfolio by acquiring AG Snus, a Danish-based company known for its Snus product brands. With an extensive global employee base exceeding 70,000 personnel, this acquisition is anticipated to fortify the long-term growth prospects of AG Snus.

#### Global Snus Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Flavour, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional &

## segment scope\*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

### By Product:

Loose

Portion

### By Flavor:

Mint

Whiskey

Fruit

Others

### By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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