

# Cigarettes and Alternative Nicotine Products in Western Europe

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## Abstracts

Cigarettes were in decline in Western Europe in 2022, but sales of next-generation products were increasing – with this expected to continue in the coming years. Disposable vapes recorded dynamic growth in the UK, the region's biggest e-vapour products market. Italy, the leading market for heated tobacco products, continued to record strong growth of these products, despite already accounting for half of regional sales. Sweden and Denmark are driving the regional performance in nicotine pouches.

Euromonitor International's Cigarettes and Alternative Nicotine Products in Western Europe global briefing offers an insight into to the size and shape of the Tobacco market, highlighting major industry trends and categories as well as the factors affecting operating environment. It identifies the leading companies and brands, offers impartial, strategic analysis of key factors influencing the market - be they new product developments, legislative restrictions or pricing influences. Forecasts illustrate how the market is set to change and where it is headed.

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.

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