

# Cigarettes in Sweden

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## Abstracts

In 2023, retail volume sales of cigarettes declined marginally in Sweden. The Swedish government's strategy to reduce the smoking rate has been successful with smoking prevalence steadily falling to a record low of 5.5% in 2023, which is extremely low by European and indeed global standards. The most popular alternative to cigarettes among Swedish men is snus, with women opting for nicotine pouches. So-called snuffing has a strong tradition in Swedish society and was traditionally the only type...

Euromonitor International's Cigarettes in Sweden 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 Including Fine Cut Stick Equivalent.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Cigarettes 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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Cigarettes in Sweden  
Euromonitor International  
June 2024

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