

# Smokeless Tobacco and Vapour Products in Denmark

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## Abstracts

Other chewing tobacco took off in Denmark in 2016 after Swedish snus was banned in the country, and continued to perform strongly in 2017. Since this ban came into effect, a number of new other chewing tobacco brands in bags have been introduced to provide an alternative for consumers of Swedish snus. These products can easily be used as a substitute for snus, but are not covered by the ban on the latter due to the fact that they are marketed in bags.

Euromonitor International's Smokeless Tobacco and Vapour Products in Denmark report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, 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 2022 illustrate how the market is set to change.

**Product coverage:** Smokeless Tobacco, Vapour Products.

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

### Why buy this report?

Get a detailed picture of the Smokeless Tobacco and Vapour Products 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.

## Contents

Headlines

Prospects

Other Chewing Tobacco Continues To Benefit From Snus Ban

Cig-a-likes Suffers As Danes Trade Up To More Advanced Product Types

Outlook Remains Bright for Other Chewing Tobacco and Open Vaping Systems

Competitive Landscape

Vapour Products Remains Highly Fragmented

Innovation and Consumer Expectations Set To Continue Rising in Vapour Products

Swedish Match Acquires V2 Tobacco and Oliver Twist

Category Indicators

Table 1 Number of Adult Vapers 2012-2017

Category Data

Table 2 Sales of Smokeless Tobacco and Vapour Products by Category: Volume 2012-2017

Table 3 Sales of Smokeless Tobacco and Vapour Products by Category: Value 2012-2017

Table 4 Sales of Smokeless Tobacco and Vapour Products by Category: % Volume Growth 2012-2017

Table 5 Sales of Smokeless Tobacco and Vapour Products by Category: % Value Growth 2012-2017

Table 6 NBO Company Shares of Smokeless Tobacco: % Volume 2013-2017

Table 7 LBN Brand Shares of Smokeless Tobacco: % Volume 2014-2017

Table 8 NBO Company Shares of Vapour Products: % Value 2013-2017

Table 9 LBN Brand Shares of Vapour Products: % Value 2014-2017

Table 10 Distribution of Smokeless Tobacco by Format: % Volume 2012-2017

Table 11 Distribution of Vapour Products by Format: % Value 2012-2017

Table 12 Forecast Sales of Smokeless Tobacco and Vapour Products by Category: Volume 2017-2022

Table 13 Forecast Sales of Smokeless Tobacco and Vapour Products by Category: Value 2017-2022

Table 14 Forecast Sales of Smokeless Tobacco and Vapour Products by Category: % Volume Growth 2017-2022

Table 15 Forecast Sales of Smokeless Tobacco and Vapour Products by Category: % Value Growth 2017-2022

Executive Summary

Tobacco Consumption in Denmark Continues To Decline in 2017

Other Chewing Tobacco and Vapour Products Among the Strongest Performers

Danish Tobacco Market Remains Highly Consolidated

Overall Tobacco Distribution Remains Concentrated in Modern Channels

Demand for Traditional Tobacco Products Set To Continue Falling

Operating Environment

Legislation

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

Low Ignition Propensity (Iip) Cigarette Regulation

Flavoured Tobacco Product Ban

"reduced Harm"

Electronic Cigarettes

Production/imports/exports

Market Indicators

Table 16 Number of Adult Smokers by Gender 2012-2017

Market Data

Table 17 Sales of Tobacco by Category: Volume 2012-2017

Table 18 Sales of Tobacco by Category: Value 2012-2017

Table 19 Sales of Tobacco by Category: % Volume Growth 2012-2017

Table 20 Sales of Tobacco by Category: % Value Growth 2012-2017

Table 21 Forecast Sales of Tobacco by Category: Volume 2017-2022

Table 22 Forecast Sales of Tobacco by Category: Value 2017-2022

Table 23 Forecast Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 24 Forecast Sales of Tobacco by Category: % Value Growth 2017-2022

Sources

Summary 2 Research Sources

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