

# Smokeless Tobacco and Vapour Products in Sweden

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## Abstracts

Sales of Swedish-style snus and vapour products increased in 2017, with this set to continue over the forecast period, albeit at a significantly slower pace. Sales of Swedish-style snus will be driven by the growing population in Sweden, with this being a result of both a relatively high birth rate by European standards and strong immigration, mainly from outside Europe. The prevalence of “snusing” is still low among women, according to Statistics Sweden. However, it is expected that more women...

Euromonitor International's Smokeless Tobacco and Vapour Products 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 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.

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