

Smokeless Tobacco - Is it the Future of the Industry?

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Smokeless tobacco can be consumed in places where other tobacco products are banned and, in addition, this product has the potential to be perceived and medically accepted as less harmful than smoking products. For these reasons, and because smokeless volume sales have been growing in the US while cigarette volumes have been contracting, the major companies have been investing in smokeless tobacco through acquisition and adjacent product development. This report asks whether there is genuine gro

Euromonitor International's Smokeless Tobacco – Is it the Future of the Industry? global briefing offers an insight into to the size and shape of the market, highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

Why buy this report?

- Get a detailed picture of the tobacco industry;
- 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.

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Table of Content

Introduction
Smokeless Tobacco Global Overview and Outlook
Moist Snuff – Product of the Future
Hard Snuff vs Nicotine Replacement Therapy
Snus in Scandinavia and the World
Chewing Tobacco – Does it Have a Future?
Smokeless Company Activity and Strategies
Scope and Definitions

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