

# Smokeless Tobacco in Sweden

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## Abstracts

Smokeless tobacco, in particular Swedish-style snus, has been a part of Swedish tradition since at least the 19th century. Ettan, one of the largest brands on the Swedish market, originated as early as 1822 and was the first brand of moist Swedish-style snus. For a long time, loose snus dominated, but during more recent years portion snus has become the format of choice. This has coincided with a broadening of appeal amongst consumers. Snus was for a long time considered a staple amongst...

Euromonitor International's Smokeless Tobacco 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Chewing Tobacco, Snuff.

**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 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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