

Tobacco Free Oral Nicotine in Denmark

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Abstracts

The popularity of nicotine pouches rose considerably in 2020. This was mainly because producers took advantage of a legal loophole which only forbids marketing activities on products that actually contain tobacco. As nicotine pouches do not contain any tobacco, industry players introduced a number of marketing activities, such as free samples, especially via e-commerce, as well as buy-one-get-one free offers. Moreover, nicotine pouches can also be displayed at cashiers in outlets such as forecou...

Euromonitor International's Tobacco Free Oral Nicotine 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 2016-2020, 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 2025 illustrate how the market is set to change.

Product coverage: Nicotine Pouches.

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

Why buy this report?

Get a detailed picture of the Tobacco Free Oral Nicotine 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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