

Tobacco Free Oral Nicotine in Sweden

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Abstracts

Towards the end of the review period, there was a flurry of new product launches in tobacco-free Swedish-style snus from brands such as Zyn, Lyft, Nordic Spirit True White, Skruf Super White, and On!. These varieties are free from tobacco though they do contain nicotine and are known as all-white nicotine pouches. As such, they are not taxed as tobacco products but in line with other tobacco-free nicotine products, with lower taxes than on regular Swedish-style snus. Sales of nicotine pouches in...

Euromonitor International's Tobacco Free Oral Nicotine 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 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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2020 IMPACT

The newness of nicotine pouches and the high number of new product launches drive strong growth for tobacco free oral nicotine

Border closures due to COVID-19 restrain the sales growth of nicotine pouches

Nicotine pouches benefits from availability in the same channels as Swedish-style snus

RECOVERY AND OPPORTUNITIES

New product launches and the return of Norwegian consumers will drive forecast period growth for nicotine pouches

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