

Global Snus Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/GB0DB416800EN.html>

Date: January 2024

Pages: 90

Price: US\$ 3,480.00 (Single User License)

ID: GB0DB416800EN

Abstracts

According to our (Global Info Research) latest study, the global Snus market size was valued at USD 1300.1 million in 2023 and is forecast to a readjusted size of USD 2480.1 million by 2030 with a CAGR of 9.7% during review period.

Snus is a moist powder tobacco product originating from a variant of dry snuff in early 18th-century Sweden. It is placed under the upper lip for extended periods. Snus is not fermented and contains no added sweeteners. Although used similarly to American dipping tobacco, snus does not typically result in the need for spitting and, unlike naswar, snus is steam-pasteurized.

The snus market is concentrated. The revenue of top six manufacturers accounts about 95% of the total revenue. The high-end products mainly come from USA and Sweden.

Swedish Match is the largest production manufacturer, its production revenue of global market exceeds 54%.The next is ITG and RAI.

The Global Info Research report includes an overview of the development of the Snus industry chain, the market status of Supermarket (Loose Snus, Portion Snus), Tobacco Store (Loose Snus, Portion Snus), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Snus.

Regionally, the report analyzes the Snus markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Snus market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Snus market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Snus industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Loose Snus, Portion Snus).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Snus market.

Regional Analysis: The report involves examining the Snus market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Snus market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Snus:

Company Analysis: Report covers individual Snus manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Snus This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Sales Channel (Supermarket, Tobacco Store).

Technology Analysis: Report covers specific technologies relevant to Snus. It assesses

the current state, advancements, and potential future developments in Snus areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Snus market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Snus market is split by Type and by Sales Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value.

Market segment by Type

Loose Snus

Portion Snus

Market segment by Sales Channel

Supermarket

Tobacco Store

Online

Major players covered

Swedish Match

ITG

RAI

BAT

Japan Tobacco

Altria

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Snus product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Snus, with price, sales, revenue and global market share of Snus from 2019 to 2024.

Chapter 3, the Snus competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Snus breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and sales channel, with sales market share and growth rate by type, sales channel, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Snus market forecast, by regions, type and sales channel, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Snus.

Chapter 14 and 15, to describe Snus sales channel, distributors, customers, research findings and conclusion.

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Figure 83. Methodology

Figure 84. Research Process and Data Source

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