

Global Snus Supply, Demand and Key Producers, 2026-2032

<https://marketpublishers.com/r/GEEFA0EF9CF2EN.html>

Date: January 2026

Pages: 97

Price: US\$ 4,480.00 (Single User License)

ID: GEEFA0EF9CF2EN

Abstracts

The global Snus market size is expected to reach \$ 3293 million by 2032, rising at a market growth of 9.9% CAGR during the forecast period (2026-2032).

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.

This report studies the global Snus production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Snus and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Snus that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Snus total production and demand, 2021-2032, (K Units)

Global Snus total production value, 2021-2032, (USD Million)

Global Snus production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Snus consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Snus domestic production, consumption, key domestic manufacturers and share

Global Snus production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Snus production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Snus production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Snus market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Swedish Match, ITG, RAI, BAT, Japan Tobacco, Altria, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Snus market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (USD/Unit) by manufacturer, by Type, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Snus Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Snus Market, Segmentation by Type:

Loose Snus

Portion Snus

Global Snus Market, Segmentation by Sales Channel:

Supermarket

Tobacco Store

Online

Companies Profiled:

Swedish Match

ITG

RAI

BAT

Japan Tobacco

Altria

Key Questions Answered:

1. How big is the global Snus market?
2. What is the demand of the global Snus market?
3. What is the year over year growth of the global Snus market?
4. What is the production and production value of the global Snus market?
5. Who are the key producers in the global Snus market?
6. What are the growth factors driving the market demand?

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