

Snus Market Size, Share & Trends Analysis Report By Product (Loose, Portion), By Flavor (Original/Unflavored, Flavored), By Distribution Channel (Tobacco Stores, Convenience Stores, Online), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Snus Market Growth & Trends

The global snus market is expected to reach USD 4.10 billion by 2030, registering a CAGR of 4.7% from 2024 to 2030, according to a new report by Grand View Research, Inc. The major growth driver includes the high adoption of snus to encourage the use of less harmful tobacco products and due to the ease of application of snus. The increasing consumer interest in natural and holistic wellness solutions. With a growing emphasis on health-conscious living, consumers are seeking alternatives to traditional tobacco products that offer potential health benefits without the harmful effects associated with smoking. CBD-infused snus presents a promising option for individuals looking to incorporate wellness-enhancing ingredients into their daily routine while still enjoying the convenience and familiarity of snus. Snus is safer than smoking combustible tobacco products for nicotine inhalation. According to a paper published in the Harm Reduction Journal, consumption of snus was not found to be linked with a higher risk of pancreatic cancer. This is due to the lower nitrosamine levels in the snus compared to tobacco smoke. This factor is predicted to augment market growth during the forecast period.

Another trend in the market is the growing adoption of tobacco-free snus. Industry players are focusing on producing tobacco-free alternatives to maintain the product's prevalence in the market as tobacco consumption is declining globally. The product is beneficial for those trying to reduce or stop using tobacco. There are numerous flavors and brands available, and they all contain a mixture of herbs and flavors that together produce an experience resembling that of traditional snus. The shift in consumer preference toward smokeless tobacco products, such as snus, as a safer substitute for numerous other tobacco-based products, such as cigars, cigarettes, and smoke pipes, can be attributed to rising health awareness among consumers. The tobacco steam is pasteurized rather than fermented when making snus, which lowers the incidence of pancreatic pulmonary, oral, and respiratory cancer and slows the growth of microbes that produce nitrosamines found in tobacco.

Snus is primarily exported from Sweden, and due to convenience, the Swedish people consume the most pouched snus. As per a report published by the European Network for Smoking Prevention, the average snus user consumes about 19 g daily, with Swedish men being more likely to follow this trend. According to Swedish consumers, snus performs the social functions of smoking better than cigarettes, which is the main factor for current and new users who prefer it over all other products. Furthermore, the market is ripe for innovation, presenting opportunities for companies to differentiate their products and capture market share. There is a rising demand for novel flavors, nicotine strengths, and packaging formats, providing room for creativity and experimentation. Companies can leverage this opportunity by introducing innovative product offerings that cater to diverse consumer preferences and stand out in a competitive landscape.

Snus Market Report Highlights

The portion segment led the product segment with the highest revenue share owing to its rising popularity due to the convenience of usage unlike loose snus or other tobacco products

Fruit flavors are expected to be the fastest-growing segment during the forecast period. This growth is attributable to the younger population preferring sweet-tasting and more appealing tobacco products

Middle East & Africa is expected to grow significantly over the projected timeframe owing to lenient government regulations regarding tobacco sales in the region

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