

# Snus Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global snus market size reached US\$ 2.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 4.7 Billion by 2028, exhibiting a growth rate (CAGR) of 8.14% during 2023-2028.

Snus refers to a moist, finely ground form of smokeless product that is produced commonly in Sweden from the combination of dried tobacco leaves and salt. Unlike cigarettes, snus is placed behind the lower or upper lip for an extended period of time, which stimulates nicotine from the product. The presence of this component thus assists in reducing stress and anxiety, while acting as a smokeless product. At present, snus is commercially available in varying types, including loose and portion.

### Snus Market Trends:

The shifting inclination of consumers toward snus as a safer alternative to various other tobacco-based products, such as smoke pipes, cigars, and cigarettes, can be attributed to the increasing health consciousness and the growing requirement for smokeless tobacco products. While manufacturing snus, the tobacco steam is pasteurized instead of fermentation, which in turn, aids in lowering the rate of oral, pulmonary, respiratory, and pancreatic cancer and mitigating the growth of microbes that generate tobacco-specific nitrosamines. In line with this, the government of various countries are undertaking favorable initiatives and organizing campaigns to sensitize people regarding the hazardous impact of smoking cigarettes, which is further facilitating the demand for snus across the globe. Additionally, the increasing incorporation of herbs in the production of snus, along with their easy availability on both online and offline market channels, including convenience stores, hypermarkets, and e-commerce platforms, is propelling the market growth. Other factors, such as the escalating investments in the research and development activities and strategic collaborations

amongst key players for introducing various flavor-infused snus, such as berries, whiskey, spices, cedar, dry fruit, hay, tea, smoky, eucalyptus, and licorice, are creating a positive outlook for the market.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global snus market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on product type, flavors and distribution channel.

#### Breakup by Product Type:

- Loose Snus
- Portion Snus

#### Breakup by Flavors:

- Mint
- Berries
- Dry Fruit
- Others

#### Breakup by Distribution Channel:

- Tobacco Stores
- Convenience Stores
- Online Retail Stores
- Others

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
  - China
  - Japan
  - India
  - South Korea

Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Altria Group Inc., GN Tobacco Sweden AB, Kurbits Snus AB, Mac Baren Tobacco Company (Halberg A/S), Nordic Snus AB, Philip Morris Products S.A., Skruf Snus AB and Swedish Match AB.

#### Key Questions Answered in This Report:

How has the global snus market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global snus market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the flavors?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global snus market and who are the key players?

What is the degree of competition in the industry?

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