

Snus Market Report by Product Type (Loose Snus, Portion Snus), Flavors (Mint, Berries, Dry Fruit, and Others), Distribution Channel (Tobacco Stores, Convenience Stores, Online Retail Stores, and Others), and Region 2024-2032

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Abstracts

The global snus market size reached US\$ 3.1 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 5.9 Billion by 2032, exhibiting a growth rate (CAGR) of 7.2% during 2024-2032. The growing number of health-conscious consumers with a preference for tobacco products with reduced health risks, rising environmental concerns and sustainability drive, continual innovations in nicotine delivery systems, and rising partnerships and acquisitions amongst key players are some of the factors propelling the market.

Snus is a moist, powdered, smokeless tobacco product that comes in small pouches, designed to be placed discreetly under the upper lip. Unlike traditional chewing tobacco, snus does not require spitting, making it a more convenient and socially acceptable option for tobacco users. The product is known for its distinct characteristics and properties, offering users a unique experience compared to other tobacco products. Snus is available in various flavors, ranging from mint and fruit to traditional tobacco, catering to diverse consumer preferences. The working mechanism of snus involves the slow release of nicotine and other flavor compounds through the pouch's membrane, allowing for a long-lasting and controlled nicotine delivery to the user.

The global market is primarily driven by the growing number of health-conscious consumers with a preference for tobacco products with reduced health risks. This can be attributed to the increasing popularity of vaping and e-cigarettes among the masses. In line with this, effective marketing campaigns highlighting the benefits of snus over

traditional smoking have resonated with consumers, which is resulting in a higher product uptake. Also, manufacturers are continuously introducing new flavors to expand their product portfolios and attract a broader customer base, thereby fueling the market. In addition to this, stringent tobacco control policies, such as higher taxes on cigarettes, are leading to the higher adoption of alternative tobacco products, which is creating a positive market outlook. Furthermore, the easy product availability across online and offline retail channels is also acting as a significant growth inducing factor for the market.

Snus Market Trends/Drivers:

Rising environmental concerns and sustainability drive

In recent years, the escalating concern for environmental preservation and sustainability has emerged as a critical driver impacting various industries, including the smokeless tobacco market. Consumers are becoming increasingly conscious of their ecological footprint and are actively seeking products that align with their eco-friendly values. As this environmental consciousness continues to grow, tobacco companies have recognized the need to adapt their practices and products to meet these evolving demands. In response to this trend, the snus market has seen a significant shift towards implementing environmentally friendly measures. Manufacturers are now exploring biodegradable and compostable materials for their pouches, reducing the reliance on conventional plastic packaging that contributes to pollution and environmental degradation. This strategic move not only appeals to the eco-conscious consumer base but also demonstrates the industry's commitment to mitigating its environmental impact. Moreover, companies are also focusing on sustainable sourcing practices for the tobacco used in snus production.

Continual innovations in nicotine delivery systems

As technology continues to advance, the tobacco industry has witnessed an influx of innovations in nicotine delivery systems. This trend has also significantly influenced the development of the smokeless tobacco market, including snus. Manufacturers are investing heavily in research and development to create cutting-edge nicotine delivery solutions that offer an improved and refined user experience. The goal is to cater to the preferences of both existing tobacco users seeking alternatives and potential new consumers exploring smokeless options. Additionally, manufacturers are experimenting with a diverse range of flavors to cater to varying consumer tastes. This flavor innovation, coupled with the advancements in nicotine delivery technology, is driving increased interest in snus products among tobacco users looking for a more enjoyable

and customizable experience.

Rising partnerships and acquisitions amongst key players

In an era of global connectivity and e-commerce dominance, businesses across industries are capitalizing on the opportunities presented by expanding distribution channels and global market penetration. The smokeless tobacco market, including snus, is no exception to this trend. Manufacturers are leveraging the power of online retail platforms and e-commerce to reach consumers worldwide, breaking down geographical barriers and facilitating access to their products. Through strategic partnerships with local distributors and retailers in various countries, the snus industry has successfully entered previously untapped markets. This approach has proven effective in introducing the product to diverse demographics and cultures, thereby broadening the potential consumer base. The convenience of online shopping has also made it easier for curious consumers to explore snus products, regardless of their location, further fueling market growth.

Snus Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global snus market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on product type, flavors and distribution channel.

Breakup by Product Type:

Loose Snus

Portion Snus

Loose snus represents the largest market segment

The report has provided a detailed breakup and analysis of the market based on the product type. This includes loose snus and portion snus. According to the report, loose snus represented the largest segment.

The primary reason for the popularity of the loose snus segment is the experience it offers to seasoned snus users. These users often appreciate the hands-on approach and the ability to adjust the strength of the portion according to their nicotine tolerance. The tactile nature of preparing loose snus adds a level of ritual and enjoyment to the snus experience. Moreover, the loose snus segment attracts users who prefer a more

traditional and authentic snus experience, as it closely aligns with the historical origins of snus.

On the other hand, portion snus offers a pre-portioned format that eliminates the need for users to mold the snus themselves, making it more convenient and user-friendly. Manufacturers continuously invest in innovative packaging and pouch designs for portion snus. Advanced technology ensures optimal nicotine release and improved flavor delivery, enhancing the overall user experience and attracting loyal customers. In addition to this, the availability of portion snus across online and offline retail channels allows companies to target a wide range of consumer segments effectively.

Breakup by Flavors:

Mint

Berries

Dry Fruit

Others

The report has provided a detailed breakup and analysis of the market based on the flavors. This includes mint, berries, dry fruit, and others.

The availability of a wide array of flavors caters to diverse consumer tastes and preferences. By offering options beyond traditional tobacco, these flavored segments attract a broader customer base, including non-smokers exploring smokeless alternatives. Flavored snus is often perceived as a potentially healthier alternative to smoking and chewing tobacco due to its smokeless nature and appealing taste. This health-conscious perception contributes to the popularity of these flavored segments. In addition to this, manufacturers of flavored snus employ innovative marketing strategies and unique branding to differentiate their products in the market. Creative campaigns emphasizing the distinct flavor profiles enhance product visibility and drive consumer interest, thereby providing a boost to the sales.

Breakup by Distribution Channel:

Tobacco Stores

Convenience Stores

Online Retail Stores

Others

Convenience stores account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes tobacco stores, convenience stores, online retail stores, and others. According to the report, convenience stores represented the largest segment.

Convenience stores enjoy a strategic advantage due to their widespread presence in urban and rural areas. Their convenient accessibility ensures that customers can easily purchase tobacco products on-the-go, driving regular sales and attracting impulse buyers. Also, the major manufacturers invest in eye-catching point-of-sale displays and merchandising materials for convenience stores, leading to increased product visibility and potential sales.

On the other hand, tobacco stores offer a wide range of snus products, including exclusive and premium varieties that are not easily found in other retail outlets. This diverse selection attracts customers seeking unique flavors and nicotine strengths, contributing to the segment's growth. Leading manufacturers collaborate with tobacco stores to implement targeted marketing campaigns and in-store promotions. These initiatives create brand awareness, educate customers about new product launches, and incentivize purchases, driving footfall and sales at tobacco stores.

Additionally, online retail stores have the advantage of reaching customers worldwide, providing access to tobacco products even in regions where traditional retail distribution might be limited. This global reach opens up new market opportunities, driving the segment's expansion. Online retailers can also offer personalized product recommendations based on customer preferences and purchase history. This tailored shopping experience enhances customer satisfaction, leading to increased customer loyalty and repeat purchases.

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

Europe exhibits a clear dominance, accounting for the largest snus market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Europe accounted for the largest market share.

With a long-standing tradition of smokeless tobacco use, certain countries in Europe, such as Sweden and Norway, have embraced snus as a part of their cultural heritage. The centuries-old tradition, coupled with the perception of snus as a potentially less harmful alternative to smoking, has driven widespread acceptance of snus products in the region.

In some European countries, it is considered a harm-reduction alternative to smoking, leading to regulatory support and acceptance. As public awareness of harm reduction strategies grows, along with changing perceptions of tobacco consumption, the snus market in Europe is poised for further expansion. The prevalence of tobacco use in various European countries influences the demand for smokeless alternatives like snus. As smoking rates decline, consumers are increasingly turning to snus as a less intrusive

and odor-free way of consuming nicotine.

Competitive Landscape:

The top players in the snus market are implementing various strategies to ensure sustained market growth and maintain their competitive edge. To capture and retain consumer interest, top players in the snus market are heavily investing in product innovation. They are focusing on research and development (R&D) to create new flavors, pouch designs, and packaging options to cater to diverse consumer preferences. Top players are leveraging targeted marketing campaigns to highlight the benefits of their snus products, emphasizing factors such as reduced health risks compared to smoking, convenience, and eco-friendly initiatives. Also, the leading companies are expanding their product portfolios to offer a wider range of options to consumers. By introducing various nicotine strengths, flavors, and pouch sizes, they cater to different user preferences.

The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

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
Swedish Match AB

Recent Developments:

In June 2023, Altria Group Inc. completes Acquisition of NJOY Holdings, Inc. The company received antitrust clearance and are now fully focused on accelerating U.S. adult smoker and adult vaper adoption of NJOY ACE, currently the only pod-based e-vapor product to receive marketing authorization from the FDA.

In September 2019, Mac Baren Tobacco Company (Halberg A/S) announced an agreement to acquire the outstanding brands from Planta Tabak-Manufaktur's, a Berlin-based tobacco company, traditional portfolio.

In June 2022, Philip Morris Products S.A. entered into an international licensing agreement with Kaival Brands Innovations Group, Inc., that facilitates the development and distribution of electronic nicotine delivery system (ENDS) products in markets

outside of the U.S., subject to market (or regulatory) assessment. Under the terms of the agreement, PMPSA obtained a license for certain intellectual property rights related to Bidi Vapor's premium ENDS device, commonly known as the BIDI Stick in the U.S., as well as potential future devices.

Key Questions Answered in This Report

1. What was the size of the global snus market in 2023?
2. What is the expected growth rate of the global snus market during 2024-2032?
3. What are the key factors driving the global snus market?
4. What has been the impact of COVID-19 on the global snus market?
5. What is the breakup of the global snus market based on the product type?
6. What is the breakup of the global snus market based on the distribution channel?
7. What are the key regions in the global snus market?
8. Who are the key players/companies in the global snus market?

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