

2018-2023 Global Snus Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Snus market for 2018-2023.

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% in 2016. The next is ITG and RAI.

Over the next five years, LPI(LP Information) projects that Snus will register a 12.0% CAGR in terms of revenue, reach US\$ 1570 million by 2023, from US\$ 800 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Snus market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Loose Snus

Portion Snus

Segmentation by application:

Supermarket

Tobacco Store

Online

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Swedish Match

Imperial Tobacco Group

Reynolds American

British American Tobacco

Japan Tobacco

Altria

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Snus consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Snus market by identifying its various subsegments.

Focuses on the key global Snus manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Snus with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Snus submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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