

# 2018 Top 5 Snus Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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## Abstracts

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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 studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

Swedish Match

Imperial Tobacco Group

Reynolds American

British American Tobacco

Japan Tobacco

Altria

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Loose Snus

Portion Snus

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Supermarket

Tobacco Store

Online

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