

Asia Pacific Nicotine Pouches Market Forecast to 2030 - Regional Analysis - by Strength (Less than 6 mg/g, 6 mg/g to 12 mg/g, and More than 12 mg/g), Flavor [Original/Plain, and Flavored (Mint, Berry, Citrus, Fruity, Others)], and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The Asia Pacific nicotine pouches market was valued at US\$ 206.68 million in 2022 and is expected to reach US\$ 370.64 million by 2030; it is estimated to grow at a CAGR of 7.6% from 2022-2030.

Strategic Development Initiatives by Key Market Players Boost Asia Pacific Nicotine Pouches Market

Nicotine pouch manufacturers have been involved in strategic development initiatives to gain a competitive edge and adapt to evolving consumer demands since the introduction of nicotine pouches in the market. Key market players offer a diversified product portfolio that includes varied flavors and nicotine content. Strategic partnerships and collaborations with other companies and research institutions facilitate knowledge assistance, regulatory compliance, market share expansion, and new product development. Expansion of market presence involves the acquisition of other companies and strengthening of distribution networks, positively affecting revenue streams.

In 2022, Japan Tobacco International announced the test launch of Nordic Spirit, a nicotine pouch brand in the Philippines, and its further plans to launch products in the

UK.

In July 2021, Philip Morris International announced an acquisition of Fertin Pharma, a company based on nicotine replacement therapy-type products. Therefore, strategic development initiatives by key market players are expected to create lucrative opportunities for the nicotine pouches market during the forecast period.

Asia Pacific Nicotine Pouches Market Overview

The nicotine pouches market in Asia Pacific has witnessed remarkable growth in recent years, reflecting changing consumer preferences and a shifting landscape in the tobacco industry. Asia Pacific houses a significant portion of the world's tobacco users, presenting a massive potential market for nicotine pouches. The use of traditional smokeless tobacco products or SLTs is still common in different Asian cultures, such as *nga* in the Philippines and *khaini* in India. However, their probable adverse health effect remains to be disconcerting. Smokers are increasingly aware of the detrimental effects of cigarettes and are actively seeking alternative nicotine delivery methods perceived as less harmful. Nicotine pouches, which are smokeless and often touted as tobacco-free, fit the bill for many consumers. In addition, as economies in the region flourish and disposable income rises, leading to increased spending on products such as nicotine pouches. Rapid urbanization fosters a more Westernized lifestyle, where new trends and pouches, including nicotine pouches, gain popularity faster than in rural areas. There is a shift toward convenience and discretion, with nicotine pouches offering a discreet and mess-free way to satisfy nicotine cravings. Furthermore, nicotine pouches come in a wide range of flavors, from mint and fruit to coffee and chai, catering to diverse preferences. The Southeast Asian market is also showing promising growth, driven by a younger, tech-savvy population and increasing disposable income. Thus, the growing demand for nicotine pouches in Asia Pacific is a result of a complex interplay of consumer preferences, socioeconomic trends, regulatory landscape, and local market dynamics. These factors are likely to continue driving the market expansion in the foreseeable future.

Asia Pacific Nicotine Pouches Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Nicotine Pouches Market Segmentation

The Asia Pacific nicotine pouches market is segmented based on strength, flavor, distribution channel and country. Based on strength, the Asia Pacific nicotine pouches market is categorized into less than 6 mg/g, 6 mg/g to 12 mg/g, and more than 12 mg/g.

The 6mg/g to 12mg/g segment held the largest market share in 2022.

In terms of flavor, the Asia Pacific nicotine pouches market is bifurcated into original/plain, and flavored. The flavored segment held a larger market share in 2022. The flavored segment is further sub segmented into mint, berry, citrus, fruity, and others.

By distribution channel, the Asia Pacific nicotine pouches market is categorized into supermarkets & hypermarkets, convenience stores, online retail, and others. The convenience store segment held the largest market share in 2022

By country, the Asia Pacific nicotine pouches market is segmented into China, Pakistan, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific nicotine pouches market share in 2022.

Swedish Match AB, Imperial Brands Plc, Philip Morris International Inc, British American Tobacco Plc, Atlas International LLC, and Sesh Products US Inc are some of the leading companies operating in the Asia Pacific nicotine pouches market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. ASIA PACIFIC NICOTINE POUCHES MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Buyers
 - 4.2.2 Bargaining Power of Suppliers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Threat of Substitutes
 - 4.2.5 Competitive Rivalry
- 4.3 Ecosystem Analysis
 - 4.3.1 Raw Material Suppliers
 - 4.3.2 Nicotine Pouch Manufacturers
 - 4.3.3 Distributors/Suppliers
 - 4.3.4 Distribution Channel

5. ASIA PACIFIC NICOTINE POUCHES MARKET - KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Rising Popularity of Smoke Free Alternatives to Tobacco Products
 - 5.1.2 Effective Branding and Marketing Strategies
- 5.2 Market Restraints

5.2.1 Stringent Government Regulations and Potential Restrictions on Nicotine Pouches

5.3 Market Opportunities

5.3.1 Strategic Development Initiatives by Key Market Players

5.3.2 Accessibility of Nicotine Pouches through Online Channels

5.4 Future Trends

5.4.1 Sustainability Initiatives by Nicotine Pouch Manufacturers

5.5 Impact of Drivers and Restraints:

6. NICOTINE POUCHES MARKET - ASIA PACIFIC ANALYSIS

6.1 Overview

6.2 Nicotine Pouches Market Revenue (US\$ Million), 2020-2030

6.3 Nicotine Pouches Market Forecast Analysis

7. ASIA PACIFIC NICOTINE POUCHES MARKET ANALYSIS - BY STRENGTH

7.1 Less than 6mg/g

7.1.1 Overview

7.1.2 Less than 6mg/g: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

7.2 6mg/g to 12mg/g

7.2.1 Overview

7.2.2 6mg/g to 12mg/g: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

7.3 More than 12mg/g

7.3.1 Overview

7.3.2 More than 12mg/g: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

8. ASIA PACIFIC NICOTINE POUCHES MARKET ANALYSIS - BY FLAVOR

8.1 Original /Plain

8.1.1 Overview

8.1.2 Original /Plain: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

8.2 Flavored

8.2.1 Overview

8.2.2 Flavored: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$

Million)

8.2.2.1 Mint

8.2.2.1.1 Overview

8.2.2.1.2 Mint: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$

Million)

8.2.2.2 Berry

8.2.2.2.1 Overview

8.2.2.2.2 Berry: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$

Million)

8.2.2.3 Citrus

8.2.2.3.1 Overview

8.2.2.3.2 Citrus: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$

Million)

8.2.2.4 Fruity

8.2.2.4.1 Overview

8.2.2.4.2 Fruity: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$

Million)

8.2.2.5 Others

8.2.2.5.1 Overview

8.2.2.5.2 Others: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$

Million)

9. ASIA PACIFIC NICOTINE POUCHES MARKET ANALYSIS - BY DISTRIBUTION CHANNEL

9.1 Supermarkets & Hypermarkets

9.1.1 Overview

9.1.2 Supermarkets & Hypermarkets: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

9.2 Convenience Store

9.2.1 Overview

9.2.2 Convenience Store: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

9.3 Online Retail

9.3.1 Overview

9.3.2 Online Retail: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

9.4 Others

9.4.1 Overview

9.4.2 Others: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

10. ASIA PACIFIC NICOTINE POUCHES MARKET - COUNTRY ANALYSIS

10.1 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country

10.1.1 Asia Pacific: Nicotine Pouches Market - Revenue and Forecast Analysis - by Country

10.1.2 China: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.2.1 China: Nicotine Pouches Market Breakdown, by Strength

10.1.2.2 China: Nicotine Pouches Market Breakdown, by Flavor

10.1.2.3 China: Nicotine Pouches Market Breakdown, by Distribution Channel

10.1.3 Pakistan: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.3.1 Pakistan: Nicotine Pouches Market Breakdown, by Strength

10.1.3.2 Pakistan: Nicotine Pouches Market Breakdown, by Flavor

10.1.3.3 Pakistan: Nicotine Pouches Market Breakdown, by Distribution Channel

10.1.4 Japan: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.4.1 Japan: Nicotine Pouches Market Breakdown, by Strength

10.1.4.2 Japan: Nicotine Pouches Market Breakdown, by Flavor

10.1.4.3 Japan: Nicotine Pouches Market Breakdown, by Distribution Channel

10.1.5 South Korea: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.5.1 South Korea: Nicotine Pouches Market Breakdown, by Strength

10.1.5.2 South Korea: Nicotine Pouches Market Breakdown, by Flavor

10.1.5.3 South Korea: Nicotine Pouches Market Breakdown, by Distribution Channel

10.1.6 Rest of Asia Pacific: Nicotine Pouches Market - Revenue and Forecast to 2030 (US\$ Million)

10.1.6.1 Rest of Asia Pacific: Nicotine Pouches Market Breakdown, by Strength

10.1.6.2 Rest of Asia Pacific: Nicotine Pouches Market Breakdown, by Flavor

10.1.6.3 Rest of Asia Pacific: Nicotine Pouches Market Breakdown, by Distribution Channel

11. COMPETITIVE LANDSCAPE

11.1 Heat Map Analysis by Key Players

12. INDUSTRY LANDSCAPE

- 12.1 Overview
- 12.2 Product Approval
- 12.3 Company News
- 12.4 Merger and Acquisition

13. COMPANY PROFILES

- 13.1 Swedish Match AB
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
- 13.2 Imperial Brands PLC
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
- 13.3 Philip Morris International Inc
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services
 - 13.3.4 Financial Overview
 - 13.3.5 SWOT Analysis
 - 13.3.6 Key Developments
- 13.4 British American Tobacco P.l.c.
 - 13.4.1 Key Facts
 - 13.4.2 Business Description
 - 13.4.3 Products and Services
 - 13.4.4 Financial Overview
 - 13.4.5 SWOT Analysis
 - 13.4.6 Key Developments
- 13.5 Atlas International LLC
 - 13.5.1 Key Facts
 - 13.5.2 Business Description
 - 13.5.3 Products and Services

- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments
- 13.6 Sesh Products US Inc
 - 13.6.1 Key Facts
 - 13.6.2 Business Description
 - 13.6.3 Products and Services
 - 13.6.4 Financial Overview
 - 13.6.5 SWOT Analysis
 - 13.6.6 Key Developments

14. APPENDIX

- 14.1 About The Insight Partners

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