

Nicotine Pouches Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity 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)], Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The nicotine pouches market size was valued at US\$ 3.53 billion in 2022 and is expected to reach US\$ 5.89 billion by 2030; it is estimated to register a CAGR of 6.6% from 2022 to 2030.

Nicotine pouches are available in original or plain flavor as well as variety of flavors, ranging from fruity to minty, providing users with a diverse and customizable experience. The major manufacturers market these pouches by specifically highlighting them as smoke-free alternatives and products that reduce the harmful effects associated with traditional smoking. Manufacturers leverage online platforms to engage with consumers, share educational content, and create a community of nicotine pouch consumers. Flavored nicotine pouches have gained popularity as a versatile and enjoyable alternative for nicotine consumption.

In terms of strength, the nicotine pouches market is segmented into less than 6 mg/g, 6 mg/g to 12 mg/g, and more than 12 mg/g. 6 mg/g to 12 mg/g segment is expected to register highest CAGR in the nicotine pouches market from 2022 to 2030. 6 mg/g to 12 mg/g range is often chosen by users who may be transitioning from smoking or seeking

a more satisfying alternative. The versatility in nicotine strength allows users to fine-tune their experience based on personal preferences and tolerance levels. It is crucial for consumers to be mindful of their nicotine needs and consider factors such as previous tobacco use when selecting pouches within this range.

Asia Pacific is estimated to register the fastest CAGR in the global nicotine pouches market from 2022 to 2030. Asia Pacific houses a significant portion of the world's tobacco users, presenting a massive potential market for nicotine pouches. 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. South Korea, a nation traditionally dominated by cigarettes, is witnessing a new entrant in the nicotine landscape: nicotine pouches. These pouches address growing concerns about the health risks associated with smoking.

China boasts the world's largest tobacco market, with cigarette consumption deeply ingrained in its social fabric. Japan is poised to witness significant development in nicotine consumption with the potential introduction of nicotine pouches. These innovative smoke-free alternatives to traditional cigarettes and vaping have already garnered significant traction in markets worldwide, and their arrival in Japan presents a unique opportunity for both consumers and industry players. For Japan, with its established smoking culture and growing health consciousness, nicotine pouches present a compelling proposition. These factors are likely to continue driving the market expansion during the forecast period.

A few players operating in the global nicotine pouches market include Swisher International Inc, Nu-X Ventures LLC, Swedish Match AB, Altria Group Inc, Imperial Brands plc, Philip Morris International Inc, British American Tobacco plc, Atlas International LLC, Sesh Products US Inc, and Enorama Pharma AB. Players operating in the global nicotine pouches market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global nicotine pouches market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have

been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the nicotine pouches market.

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