

Smokeless Tobacco Market: High Growth Potential

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Abstracts

Moist snuff, also referred to as dip or moist smokeless tobacco (MST), is the most common type of smokeless tobacco and it is growing steadily. The smokeless industry is divided between traditional premium products and newer discount brands which were introduced since the mid 1990s.

Sales in the smokeless category primarily depend on macro trends, which include disposable income growth. Strong consumer buying power and steady gas prices are generally supportive of premium growth during the year 2007.

Most of the major smokeless producers are trying to convert smokers to smokeless category with products like pouches, publicizing the advantage that they can be consumed even if there smoking bans in place. A number of consumers are also switching to MST since it is considered less harmful and new flavors are regularly introduced.

The report focuses on the smokeless tobacco market as a whole – its segments, value, growth rate, trends, drivers etc. The Europe, Norwegian and Swedish market have been covered separately. It also discusses barriers to entry on the smokeless industry and some key regulatory issues.

The report profiles some of the key industry players, including their financial information and key business strategies.

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