

# Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Denmark

June 2023

Table of Contents

### Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Denmark - Category analysis

### **KEY DATA FINDINGS**

### 2022 DEVELOPMENTS

Surging popularity of nicotine pouches among young consumers E-cigarettes face challenges due to flavour ban Competitive landscape shift in heated tobacco

### PROSPECTS AND OPPORTUNITIES

Dynamic growth of nicotine pouches with potential limitations ahead Promising growth of heated tobacco Moderate growth of e-vapour products amidst intense competition

### CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2017-2022

### CATEGORY DATA

Table 2 - Sales of Smokeless Tobacco by Category: Volume 2017-2022 Table 3 - Sales of Smokeless Tobacco by Category: % Volume Growth 2017-2022 Table 4 - Sales of Tobacco Heating Devices: Volume 2017-2022 Table 5 - Sales of Tobacco Heating Devices: % Volume Growth 2017-2022 Table 6 - Sales of Heated Tobacco: Volume 2017-2022 Table 7 - Sales of Heated Tobacco: % Volume Growth 2017-2022 Table 8 - Sales of Tobacco Free Oral Nicotine: Volume 2017-2022 Table 9 - Sales of Tobacco Free Oral Nicotine: % Volume Growth 2017-2022 Table 10 - Sales of Tobacco Free Oral Nicotine by Category: Value 2017-2022 Table 11 - Sales of Tobacco Free Oral Nicotine: % Value Growth 2017-2022 Table 12 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022 Table 13 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022 Table 14 - Sales of E-Liquids by Nicotine Strength: % Value 2019-2022 Table 15 - NBO Company Shares of Smokeless Tobacco: % Volume 2018-2022 Table 16 - LBN Brand Shares of Smokeless Tobacco: % Volume 2019-2022 Table 17 - NBO Company Shares of E-Vapour Products: % Value 2018-2022 Table 18 - LBN Brand Shares of E-Vapour Products: % Value 2019-2022 Table 19 - NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022 Table 20 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022 Table 21 - NBO Company Shares of Heated Tobacco: % Volume 2018-2022 Table 22 - LBN Brand Shares of Heated Tobacco: % Volume 2019-2022 Table 23 - NBO Company Shares of Tobacco Free Oral Nicotine: % Volume 2018-2022 Table 24 - LBN Brand Shares of Tobacco Free Oral Nicotine: % Volume 2019-2022 Table 25 - Distribution of Smokeless Tobacco by Format: % Volume 2017-2022 Table 26 - Distribution of E-Vapour Products by Format: % Value 2017-2022 Table 27 - Forecast Sales of Smokeless Tobacco by Category: Volume 2022-2027 Table 28 - Forecast Sales of Smokeless Tobacco by Category: % Volume Growth 2022-2027 Table 29 - Forecast Sales of Tobacco Heating Devices: Volume 2022-2027 Table 30 - Forecast Sales of Tobacco Heating Devices: % Volume Growth 2022-2027 Table 31 - Forecast Sales of Heated Tobacco: Volume 2022-2027 Table 32 - Forecast Sales of Heated Tobacco: % Volume Growth 2022-2027 Table 33 - Forecast Sales of Tobacco Free Oral Nicotine: Volume 2022-2027 Table 34 - Forecast Sales of Tobacco Free Oral Nicotine: % Volume Growth 2022-2027 Table 35 - Forecast Sales of Tobacco Free Oral Nicotine by Category: Value 2022-2027 Table 36 - Forecast Sales of Tobacco Free Oral Nicotine by Category: % Value Growth 2022-2027

Table 37 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027Table 38 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

# Tobacco in Denmark - Industry Overview

### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture 2022 key trends Competitive landscape Retailing developments What next for tobacco?

# OPERATING ENVIRONMENT

Legislation Legislative overview Summary 1 - Legislation Summary at a Glance Minimum legal smoking age Smoking prevalence Tar levels Health warnings Plain packaging Advertising and sponsorship Point-of-sale display bans Smoking in public places Low ignition propensity (LIP) cigarette regulation Flavoured tobacco product ban Reduced harm Vapour products

## PRODUCTION/IMPORTS/EXPORTS

### MARKET INDICATORS

Table 39 - Number of Adult Smokers by Gender 2017-2022

### MARKET DATA

Table 40 - Sales of Tobacco by Category: Volume 2017-2022Table 41 - Sales of Tobacco by Category: Value 2017-2022Table 42 - Sales of Tobacco by Category: % Volume Growth 2017-2022Table 43 - Sales of Tobacco by Category: % Value Growth 2017-2022Table 44 - Forecast Sales of Tobacco by Category: Volume 2022-2027Table 45 - Forecast Sales of Tobacco by Category: Value 2022-2027Table 46 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027Table 47 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

# DISCLAIMER

# SOURCES

Summary 2 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-denmark/report.