

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Sweden

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

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2022 DEVELOPMENTS

Disposable vapes and nicotine pouches dominate in smokeless space

Phillip Morris AB becomes the leading player in smokeless

Swedish-style snus witnesses stagnation in sales

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Legal framework of smokeless and vapor products will set direction for future growth

Pouches will outperform heated tobacco

Capsule vapes likely to replace disposable products

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Tobacco in Sweden - Industry Overview

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Competitive landscape

Retailing developments

What next for tobacco?

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Legislative overview

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Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

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