Euromonitor International

Cigars, Cigarillos and Smoking Tobacco in Denmark

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Cigars, Cigarillos and Smoking Tobacco in Denmark - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Sharpened Volume Decline Offsets Economic Growth

Davidoff'S Limited Editions Drive Demand for Premium Experiences

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Users Set to Turn to Tobacco Free Nicotine, Accelerating Volume Decline

Premium Cigars to Attract Loyal Buyers as Everyday Use Erodes

Premiumisation to Support Value as Price-Driven Products Lose Relevance

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Mac Baren Shifts to Smoking Tobacco after Acquisition by Scandinavian Tobacco Group

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialists Drive Cigar Sales

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

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Nicotine in Denmark - Industry Overview

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2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nicotine Continues Decline Amid Changing Preferences

Cigarettes Maintain Sales Lead as Alternative Nicotine Products Gain Popularity

Chart 14 - Volume Sales 2020-2030

Chart 15 - Volume Sales by Category 2025

WHAT'S NEXT?

Nicotine Pouches and Vapes to Attract Users as Cigarette Decline Accelerates
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Chart 17 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Bat and Pmi Strengthen Dominance as Innovation Underpins Stability
Chart 18 - Company Shares 2025
Chart 19 - Brand Shares 2025

CHANNELS

Online Sales Surge for Nicotine Pouches as Grocery Retailers Gains Ground

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Advertising and Sponsorship
Point-Of-Sale Display Bans
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Low Ignition Propensity (Lip) Cigarette Regulation
Flavoured Tobacco Product Ban
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Vapour Products

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ECONOMIC CONTEXT

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Chart 22 - Real Gdp Growth 2020-2030
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CONSUMER CONTEXT

Chart 24 - Consumer Context for Nicotine
Chart 25 - Population 2020-2030
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