



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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

All-White Snus Attracts Women and Accelerates Product Shift

Flavour Ban on E-Vapour Drives Illicit Sales

Dual Use of Snus and Cigarettes Sustains High Nicotine Consumption

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

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Flavour Bans and Illicit Trade to Reshape E-Vapour Landscape

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COMPETITIVE LANDSCAPE

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Chart 6 - Brand Shares 2025

CHANNELS

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ECONOMIC CONTEXT

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[Nicotine in Norway - Industry Overview](#)

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2025 Developments

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CHANNELS

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