

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

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Table of Contents

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

#### **KEY DATA FINDINGS**

#### 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

#### PROSPECTS AND OPPORTUNITIES

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

#### **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 2022-2027

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

# Tobacco in Sweden - 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 2017-2022

Table 41 - Sales of Tobacco by Category: Value 2017-2022

Table 42 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 43 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 44 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 45 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 46 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 47 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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# **SOURCES**

Summary 2 - Research Sources

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