

Tobacco Free Oral Nicotine in Austria

July 2021

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Tobacco Free Oral Nicotine in Austria - Category analysis

KEY DATA FINDINGS

2020 IMPACT

Home seclusion slows uptake in nascent category
Growing popularity among young adults
Major players focus on new products and advertising to establish new brands

RECOVERY AND OPPORTUNITIES

Legal status of nicotine pouches is subject to change
Major potential for growth by targeting a broad audience
Product differentiation and marketing to cement the dominance of a few brands

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Tobacco in Austria - Industry Overview

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GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/tobacco-free-oral-nicotine-in-austria/report.