



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Sweden

June 2025

Cigars, Cigarillos and Smoking Tobacco in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Regulatory changes and shifting consumer preferences contribute to further decline

Scandinavian Tobacco Group maintains its lead

E-commerce shows greatest resilience

PROSPECTS AND OPPORTUNITIES

Continued decline projected for cigars, cigarillos and smoking tobacco

Premiumisation trend could partially offset market decline

Subscription services could appeal to cigar enthusiasts

CATEGORY DATA

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Tobacco in Sweden - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture

2024 key trends

Competitive landscape

Retail 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

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MARKET DATA

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DISCLAIMER

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