



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

June 2025

KEY DATA FINDINGS

2024 DEVELOPMENTS

Shift in consumer preferences influences sales across categories
Consolidation and leadership shifts shape the competitive landscape
Grocery retailing maintains dominance amid selective shifts in distribution

PROSPECTS AND OPPORTUNITIES

Nicotine pouches and pod-based vapour products will continue to shape category growth
Tighter regulation will reshape the nicotine landscape from 2026 onwards
Innovation will concentrate on user-friendly, moderately priced pod systems

CATEGORY INDICATORS

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CATEGORY DATA

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Tobacco in Denmark - 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

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PRODUCTION/IMPORTS/EXPORTS

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