



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Smokeless tobacco loses ground to competing product categories
- Category leaders maintain their positions amid shifting dynamics
- Wide product variety is key to retail dominance

PROSPECTS AND OPPORTUNITIES

- Modern alternatives will continue to displace traditional smokeless tobacco
- Smart technology and personalisation will be key drivers of future growth
- Sustainability and functional ingredients will drive industry innovation

CATEGORY INDICATORS

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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?

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Legislation

Legislative overview

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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

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