

Nicotine in Finland

August 2026

Table of Contents

Nicotine in Finland

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Smoke-Free Alternatives Gain Ground as Cigarette Volumes Decline

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Smokeless Products Will Become the Main Source of Growth

Illicit Trade Will Increase as Legal Restrictions Tighten

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Philip Morris Finland Leverages Pricing and Innovation to Sustain Leadership as Competition Intensifies

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Grocery Retailers and Specialist Stores Adapt to Changing Nicotine Regulations

E-Commerce Eliminated as a Retail Channel

ECONOMIC CONTEXT

Chart 7 - Economic Context for Nicotine

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Nicotine

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Cigarettes in Finland

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigarettes Summary

INDUSTRY PERFORMANCE

Nicotine Pouches and E-Vapour Products Shift Consumers Away From Smoking

Manufacturers Halt Innovation as Regulation and Demand Decline

Chart 13 - Volume Sales 2020-2030

WHAT'S NEXT?

Alternative Nicotine Products Will Further Accelerate the Decline of Cigarettes

Chart 14 - Forecast Volume Sales 2020-2030

COMPETITIVE LANDSCAPE

Philip Morris Strengthens Leadership

Chart 15 - Company Shares 2025

Chart 16 - Brand Shares 2025

CHANNELS

Grocery Retailers Retain Near-Exclusive Control of Cigarette Distribution

Chart 17 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 18 - Economic Context for Cigarettes

Chart 19 - Real Gdp Growth 2020-2030

Chart 20 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 21 - Consumer Context for Cigarettes

Chart 22 - Population 2020-2030

Chart 23 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Cigars, Cigarillos and Smoking Tobacco in Finland](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Tax Hikes and Shifting Preferences Accelerate Decline in Smoking Products

Smoking Tobacco Retains Volume Leadership Despite Accelerating Decline

Chart 24 - Volume Sales 2020-2030

Chart 25 - Volume Sales by Category 2025

WHAT'S NEXT?

Volume Contraction Will Continue across Cigars and Smoking Tobacco

Chart 26 - Forecast Volume Sales 2020-2030

Chart 27 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Imperial Brands Finland Retains Leadership Despite Gradual Share Erosion

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Grocery Retailers Remain Leader as Tobacco Specialists Serve Niche Demand

Online Sales Remain Absent as Regulations Reinforce Offline Exclusivity

ECONOMIC CONTEXT

Chart 30 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 34 - Population 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Nicotine Pouches Direct Strong Growth as Consumers Shift From Traditional Tobacco

Veev Now Ultra and Greatest Arctic Edition Reshape User Experience through Product Innovation

Chart 36 - Volume Sales 2020-2030

Chart 37 - Volume Sales by Category 2025

WHAT'S NEXT?

Regulatory Change and Nicotine Pouch Growth to Shape the Category

Chart 38 - Forecast Volume Sales 2020-2030

Chart 39 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Benefit From Nicotine Pouch Growth

Chart 40 - Company Shares 2025

Chart 41 - Brand Shares 2025

CHANNELS

Grocery Retailers Expand Product Range as Regulations Reshape Access

E-Commerce Remains Marginal

ECONOMIC CONTEXT

Chart 42 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 43 - Real Gdp Growth 2020-2030

Chart 44 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 45 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 46 - Population 2020-2030

Chart 47 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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