



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Sweden

August 2026

Cigars, Cigarillos and Smoking Tobacco in Sweden - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Cigars, Cigarillos and Smoking Tobacco Face Decline Despite Mild Economic Support

My Father Blue Petit Robusto Attracts Occasional Users with Premium, Shorter Cigars

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Premium Launches to Offset Falling Volumes as Alternatives Become More Popular

Product Innovation and Shifting Consumer Preferences Set to Shape Category Future

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Scandinavian Tobacco Group A/S Defends Leadership as Rivals Lose Share

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Specialist Staff Sustain Guidance-Driven Sales for Cigars and Cigarillos

Experienced Users Drive Gradual Retail E-Commerce Growth through Targeted Purchases

ECONOMIC CONTEXT

Chart 7 - Economic Context for Cigars, Cigarillos and Smoking Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Cigars, Cigarillos and Smoking Tobacco

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Nicotine in Sweden - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Nicotine Accelerates Growth Amid Tax Changes

Xqs Leverages Bold Flavours to Attract Users Online

Chart 13 - Volume Sales 2020-2030

Chart 14 - Volume Sales by Category 2025

WHAT'S NEXT?

Oral Nicotine Pouches to Sustain Category Growth

Flavour Appeal Set to Reshape Demand for Nicotine Products

Excise Policy and Regulatory Shifts to Drive Product Switching

Chart 15 - Forecast Volume Sales 2020-2030

Chart 16 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Winnington Ab Grows Share as Swedish Match Ab Faces Increased Competition

Chart 17 - Company Shares 2025

Chart 18 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales Despite Losing Ground

Nicotine Pouches and Smokeless Tobacco Products Drive Online Channel Gains

OPERATING ENVIRONMENT

Legislation

Legislative Overview

Chart 19 - 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

ECONOMIC CONTEXT

Chart 20 - Economic Context for Nicotine

Chart 21 - Real Gdp Growth 2020-2030

Chart 22 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 23 - Consumer Context for Nicotine

Chart 24 - Population 2020-2030

Chart 25 - 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/cigars-cigarillos-and-smoking-tobacco-in-sweden/report.