



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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Tobacco in Denmark - Industry Overview

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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

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