



Euromonitor  
International

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

August 2026

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

### INDUSTRY PERFORMANCE

Swedish Harm Reduction Culture Fuels Shift to Lower-Risk Options

Flavour Drives Innovation and Competitive Dynamics

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

### WHAT'S NEXT?

Nicotine Pouches to Capture Loyalty as Snus Declines

Flavour Innovation to Drive Competition as Regulation Intensifies

Stable Purchasing Power to Support the Shift to Reduced-Risk Formats

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Swedish Match and Winnington Sustain Lead as Challengers Innovate with Flavour

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

### CHANNELS

Retail E-Commerce Accelerates Share Gains as Daily Users Seek Convenience

### ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 10 - Consumer Context for Smokeless Tobacco, E-Vapour Products and Heated 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/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-sweden/report](http://www.euromonitor.com/smokeless-tobacco-e-vapour-products-and-heated-tobacco-in-sweden/report).