



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Snus records strong growth as players focus on innovation and new product development
Swedish Match Norge AS leads smokeless tobacco while British American Tobacco Norway AS gained ground
Retail e-commerce has a strong presence, boosted by sales regulations for e-vapours

PROSPECTS AND OPPORTUNITIES

The movement towards reduced-risk nicotine products is expected to support ongoing growth
Illicit trade in flavoured e-liquids is set to rise as the flavour ban fuels the unregulated market
Innovation in nicotine pouches is set to focus on flavour and nicotine strengths

CATEGORY INDICATORS

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Retail developments

What next for tobacco?

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