



Euromonitor
International

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

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong growth in e-vapour and nicotine pouch sales as user base expands
Philip Morris leads e-vapour segment while nicotine pouch competition intensifies
Grocery retailing emerges as dominant distribution channel

PROSPECTS AND OPPORTUNITIES

Slower growth ahead amid tightening regulation and rising taxes
Tobacco-free alternatives maintain growth advantage over traditional products
Closed-system vapes to lead innovation as other areas stagnate

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Tobacco in Finland - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

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Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

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SOURCES

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