



Euromonitor
International

Cigarettes in Sweden

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Cigarette sales continue to decline amid rise of alternative nicotine products
- Competitive landscape remains stable
- Supermarkets remain dominant despite decline in sales

PROSPECTS AND OPPORTUNITIES

- Volume sales of cigarettes will continue to decline
- Stricter regulations and social norms will accelerate decline in cigarette use
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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cigarettes-in-sweden/report.