

# Cigarettes in Norway

June 2023

**Table of Contents** 

# Cigarettes in Norway - Category analysis

## **KEY DATA FINDINGS**

#### 2022 DEVELOPMENTS

Resuming cross-border trade impacts retail volume sales of cigarettes Government regulations aim to control cross-border trade Phillip Morris expands dominance with Swedish Match acquisition

## PROSPECTS AND OPPORTUNITIES

Anticipated decline in cigarette volumes sales despite import quota reduction New tobacco strategy and the focus on harm reduction Balancing tax increases and border trade challenges

#### TAXATION AND PRICING

Taxation rates Table 1 - Taxation and Duty Levies 2017-2022 Average cigarette pack price breakdown Summary 1 - Average Cigarette Pack Price Breakdown: Brand Examples

# CATEGORY DATA

Table 2 - Sales of Cigarettes: Volume 2017-2022 Table 3 - Sales of Cigarettes by Category: Value 2017-2022 Table 4 - Sales of Cigarettes: % Volume Growth 2017-2022 Table 5 - Sales of Cigarettes by Category: % Value Growth 2017-2022 Table 6 - Sales of Cigarettes by Blend: % Volume 2017-2022 Table 7 - Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2017-2022 Table 8 - Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2017-2022 Table 9 - Sales of Cigarettes by Pack Size: % Volume 2017-2022 Table 10 - Sales of Cigarettes by Price Band: % Volume 2017-2022 Table 11 - NBO Company Shares of Cigarettes: % Volume 2018-2022 Table 12 - LBN Brand Shares of Cigarettes: % Volume 2019-2022 Table 13 - Sales of Cigarettes by Distribution Format: % Volume 2017-2022 Table 14 - Illicit Trade Estimate of Cigarettes: Volume 2017-2022 Table 15 - Forecast Sales of Cigarettes: Volume 2022-2027 Table 16 - Forecast Sales of Cigarettes by Category: Value 2022-2027 Table 17 - Forecast Sales of Cigarettes: % Volume Growth 2022-2027 Table 18 - Forecast Sales of Cigarettes by Category: % Value Growth 2022-2027 Table 19 - Forecast Sales of Cigarettes by Blend: % Volume 2022-2027 Table 20 - Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2022-2027 Table 21 - Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2022-2027 Table 22 - Forecast Sales of Cigarettes by Pack Size: % Volume 2022-2027 Table 23 - Forecast Sales of Cigarettes by Price Band: % Volume 2022-2027

# Tobacco in Norway - Industry Overview

#### EXECUTIVE SUMMARY

Tobacco in 2022: The big picture 2022 key trends Competitive landscape Retailing developments What next for tobacco?

#### **OPERATING ENVIRONMENT**

Legislation Legislative overview Summary 2 - Legislation Summary at a Glance Minimum legal smoking age Smoking prevalence Plain packaging Advertising and sponsorship Point-of-sale display bans Flavoured tobacco product ban Vapour products

# PRODUCTION/IMPORTS/EXPORTS

# MARKET INDICATORS

Table 24 - Number of Adult Smokers by Gender 2017-2022

#### MARKET DATA

Table 25 - Sales of Tobacco by Category: Volume 2017-2022
Table 26 - Sales of Tobacco by Category: Value 2017-2022
Table 27 - Sales of Tobacco by Category: % Volume Growth 2017-2022
Table 28 - Sales of Tobacco by Category: % Value Growth 2017-2022
Table 29 - Forecast Sales of Tobacco by Category: Volume 2022-2027
Table 30 - Forecast Sales of Tobacco by Category: Value 2022-2027
Table 31 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027
Table 32 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

#### DISCLAIMER

#### SOURCES

Summary 3 - Research Sources

# 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/cigarettes-in-norway/report.