

Cigarettes in Denmark

June 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Diversification of nicotine consumption in Denmark
Limited impact of cigarette taxation on consumption
Menthol ban spurs cooling and refreshing alternatives

PROSPECTS AND OPPORTUNITIES

Evolving consumer preferences drive decline in cigarette sales
Increased competition from alternative nicotine products
Moderate impact of taxation on cigarette consumption

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 Denmark - 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

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

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-denmark/report.