

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

June 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Snus continues to see strong growth backed by new product development and consumers looking to quit smoking

Online snus sales on the rise thanks to wider offer and competitive prices

E-vapour products remains a niche area

### PROSPECTS AND OPPORTUNITIES

Minimum pack sizes introduced for snus

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