

Haypp Group H1 report widely covered in Swedish business media

On the 11th of August, Haypp Group announced its financial and operating results for the second quarter. The interim report was widely covered in Swedish business media.

Sweden's largest business newspaper, Dagens Industri, noted that the sales volume of nicotine pouches grew by 35 per cent in the second quarter and, for the first time, accounted for half of the total sales volume. It also noted that net sales increased by 23 per cent to SEK 769 million in the second quarter compared to last year.

Dagens Industri also interviewed CEO Gavin O'Dowd.

"The nicotine pouch category is growing exceptionally well, especially outside Scandinavia in countries such as the US and UK and in large parts of Europe. The growth rate is increasing, and we believe we are well-positioned to capitalise on this development as more and more people move to buy these products online", CEO Gavin O'Dowd told the newspaper.

Breakit, Market and Ehandel.se also reported about Haypp Group's Q2 interim report.

[Dagens industri \(in Swedish\): Haypp fortsätter att växa: "USA har störst potential"](#)

[Dagens industri \(in Swedish\): Haypp ökar tillväxttakten – nikotinpåsar nu hälften av försäljningen](#)

[Breakit \(in Swedish\): Fint som snus – Haypps tillväxt sticker ut](#)

[Ehandel.se \(in Swedish\): Därför rusar försäljningen för snusjätten online](#)

[Market \(in Swedish\): Fint som snus för Haypp – lyfte både försäljning och resultat](#)

For more in-depth comments on the half year, CEO Gavin O'Dowd and CFO Peter Deli held a webcast through Financial hearings, which is available [here](#).

Contacts

General inquiries

For general inquiries contact info@hayppgroup.com.

Haypp in brief

The Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in seven countries, where we served more than 790,000 active consumers in 2022. Haypp Group's e-commerce site collection includes, among others: <https://www.nettotobak.se> and <https://www.snusbolaget.se/>.

Image Attachments

[Haypp Group Q2](#)

Attachments

[Haypp Group H1 report widely covered in Swedish business media](#)