

Positive Figures for Tobacco and Nicotine Online in 2023

Swedish e-commerce of tobacco and nicotine products continues to demonstrate strong performance compared to other product categories.

Nicotine and tobacco products have grown by 36 per cent year-to-date in 2023, compared to the same period in 2022. This contrasts with the rest of e-commerce, which has seen a 6 per cent decline between January and September 2023, with many product categories facing setbacks.

The number of consumers shopping in the category of nicotine and tobacco products online from January to September 2023 increased by nearly 20 per cent compared to the previous period in 2022. In the third quarter of 2023, turnover in this category increased by 23 per cent compared to the same quarter the previous year.

"The increase has been sustained for nine consecutive months, emphasising the countercyclical nature of nicotine and tobacco products. The increase is from low levels. However, that means the growth potential is massive through accelerated online penetration. We will continue to convert smokers to safer nicotine alternatives", says Markus Lindblad, Head of Legal & External Affairs at Haypp Group.

The Swedish Retail Federation's (Svensk Handel) E-commerce Indicator report for September shows a growth in nicotine and tobacco products compared to the same period last year, a trend that has continued for nine consecutive months.

Access the full report (Swedish) [here](#).

Contacts

General inquiries

For general inquiries, contact info@hayppgroup.com.

Haypp in brief

Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, Haypp Group is taking the vision of inspiring healthier enjoyment for millions 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 customers in 2022. Haypp Group's e-commerce site collection includes, among others, <https://www.northerner.com/> and <https://www.snusbolaget.se/>

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Image Attachments

[Svensk Handel, e-commerce report, Markus Lindblad 1](#)

Attachments

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