

Haypp Group welcomes retailers' decision to follow the example of stopping the sale of cigarettes

Reitan Convenience, the franchisor of Pressbyrån and 7-Eleven among others, announced on May 13 its plan to phase out its cigarette sales. Haypp Group, which stopped selling smoking tobacco in 2017, welcomes this step and encourages other retailers to follow the same path.

Seven years ago, Haypp Group ceased its sales of smoking tobacco. Reitan Convenience's recent decision to follow Haypp Group's lead strengthens the vision of 'healthier enjoyment for millions.' Haypp Group invites other retailers to follow suit.

"We are convinced that with well-informed customers and continuous product innovation, we can reduce smoking-related mortality faster than by any other means," says Markus Lindblad, Head of Legal & External Affairs at Haypp Group.

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 eleven e-commerce brands, the Haypp Group is present in seven countries, where we served more than 950,000 active customers in 2023. Haypp Group's e-commerce site collection includes, among others, <https://www.snusbolaget.se/> and <https://www.northerner.com/>.

Attachments

[Haypp Group welcomes retailers' decision to follow the example of stopping the sale of cigarettes](#)