

Nicotine and tobacco products among the fastest-growing e-commerce categories in Sweden

The Swedish Retail Federation's (Svensk Handel) E-commerce Indicator for April 2026 shows that nicotine and tobacco products are one of the strongest performing categories in Swedish e-commerce, outpacing the broader market.

Total Swedish e-commerce turnover reached SEK 14.6 billion in April 2026, an increase of 3 per cent compared to the corresponding month last year. The result represents a recovery following a softer first quarter of 2026, during which total e-commerce turnover declined by 3 per cent compared to the same period last year.

Nicotine and tobacco products stand out as a clear bright spot. The turnover in the category grew by 9 per cent from January–April 2026 compared to the same period in 2025, representing the second highest growth rate of all product categories tracked in the report. The share of consumers purchasing nicotine and tobacco products online rose from 5 per cent in April 2025 to 7 per cent in April 2026, the largest increase in consumer reach of any single category during the month.

The average purchase amount per consumer in the category reached SEK 797 in the first quarter of 2026, up from SEK 708 in the same quarter of 2025, indicating that consumers are not only growing in number but spending more per transaction.

"The data reflects a clear and ongoing shift in consumer behaviour. More people are choosing to buy nicotine products online, they are doing so more frequently, and the average transaction value is rising", says Markus Lindblad, Head of Legal & External Affairs.

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

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Haypp in brief

Haypp Group is the leading e-commerce retailer selling reduced-risk nicotine products, primarily nicotine pouches. The company is at the intersection of two trends, the rapid transition toward lower risk nicotine and the shift to online purchases. With roots in the pioneering smoke-free alternative markets of Scandinavia, Haypp uses its regulatory expertise and e-commerce leadership to bring compelling value to over 1.1 million consumers. Operating through eleven distinct e-commerce brands, the Group is active in six countries in Europe and the USA. Haypp Group's e-commerce sites include: Nettotobak.com and Nicokick.com.

Attachments

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