

Surprisingly strong growth for Swedish e-commerce in September – the nicotine segment remains the strongest category

Svensk Handel's e-commerce indicator for September shows that e-commerce grew significantly compared to the same month last year. The nicotine and tobacco segment again shows the strongest growth and is one of only three categories growing this year.

The report shows that Swedish domestic e-commerce grew 19 per cent during September compared to the same month in 2021. Despite slightly increased volumes, Svensk Handel describes weak comparable numbers and increased prices as the two significant factors driving the higher figures. While potentially indicating signs of recovery, Swedish domestic e-commerce turnover during the first three quarters of this year is still significantly lower than last year's period, decreasing 10 per cent from January through September.

"While it might be a bit too early to celebrate for some, it is gratifying to see positive signs of recovery for the e-commerce industry as a whole. The online nicotine category has shown a solid upgoing trend throughout the year. Consumers are moving away from cigarettes to cheaper and less harmful nicotine products such as nicotine pouches, a shift that benefits Haypp Group's category", says Markus Lindblad, Head of External Affairs at Haypp Group.

According to Svensk Handel, nicotine and tobacco products have grown at a rate of 19 per cent from January through September, against the same period last year. This is a continued increase compared to the last report for August and previous reports released earlier this year. The only other categories to have experienced growth during the period are children's items and toys, at 4 per cent, and pharmaceuticals, at 3 per cent.

Svensk Handel is a Swedish trade- and employer organisation that engages in trading issues for wholesale, retail, and e-commerce. Every month Svensk Handel conducts an interview-based study to report how Swedish e-commerce has developed during the period.

Access the full report (in Swedish) on [Svenskhandel.se](https://svenskhandel.se).

For more information and contact

For general inquiries, contact info@hayppgroup.com.

Haypp in brief

The Haypp Group spearheads the global transformation from smoking to risk-reduced product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, as well as being a leader in the e-commerce sector, is now bringing our vision to a global scale. With eleven e-commerce store brands, the Haypp Group is present in eight countries, where we served more than 680,000 active consumers during 2021.

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Image Attachments

[Svensk Handel, September, Report](#)

Attachments

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