

The nicotine segment is growing and remains the strongest segment in a once again declining E-commerce environment - Svensk E-handel report

After surprisingly strong growth for Swedish e-commerce in September, the industry is once again in decline in October compared to 2021. As one of only three growing categories this year, the nicotine and tobacco industry continued the same path as in Svensk Handel's previous report and experienced the strongest sales growth of all categories during the period.

The report shows that Swedish domestic e-commerce declined 16 per cent during October compared to the same month in 2021. As explained by Svensk Handel, the lower share of the population participating in e-commerce and the lower average purchase amount have been challenging for Swedish e-commerce. Black Friday and Christmas shopping in the upcoming months could potentially reverse this trend.

"As described in Svensk Handel's report, the increased prices have affected many of the categories negatively, particularly durable goods. Haypp Group's category, however, continues to grow as many consumers move away from cigarettes too, for example, cheaper and less harmful nicotine pouches", says Markus Lindblad, Head of External Affairs at Haypp Group.

According to Svensk Handel, from January-October 2022, tobacco products grew at a rate of 21 per cent against last year. This is a continued increase compared to the last report for September 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 5 per cent, and pharmaceuticals, at 3 per cent.

Svensk Handel is a Swedish trade- and employer organisation which 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 is spearheading 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.

Image Attachments

[Haypp Group, Svensk Handel, Report](#)

Attachments

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