

## Strong growth for nicotine online in 2023 as Swedish e-commerce declines

**The E-commerce Indicator report for December 2023 by the Swedish Retail Federation (Svensk Handel) reveals a decrease in e-commerce turnover. Nevertheless, nicotine and tobacco products indicate strong growth in turnover compared to the same period last year.**

As per the report, e-commerce turnover, measured in terms of Swedish consumers' transactions with exclusively Swedish operators, has decreased by 10 percent compared to the corresponding month last year.

While the number of online shoppers increased in December compared to the same period last year, the report notes a decrease in the average purchase amount this year compared to 2022.

Notably, nicotine and tobacco products have shown a substantial 21 per cent growth in 2023 compared to the previous year. This stands in contrast to the broader e-commerce landscape, which has witnessed a significant decline in 2023, with various product categories facing setbacks.

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

### Contacts

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#### General inquiries

For general inquiries, contact [info@hayppgroup.com](mailto:info@hayppgroup.com).

#### Haypp in brief

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*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://vapeglobe.de/> and <https://www.snushjem.no/>.*

### Image Attachments

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[Svensk ehandel-Haypp Group-240122](#)

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## Attachments

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