

# Swedish Match expands into Gulf TR; Diamond Sponsor at MEADFA



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Swedish Match is continuing its expansion in travel retail with a new launch of its popular ZYN brand in the Gulf region, a traditionally important market for the tobacco category.

Dubai Duty Free is the latest partner for Swedish Match in the Gulf, but the company is also hoping to build its presence in other key MEA markets as part of its continued dedication to both travel retail and building ZYN on an international stage.

The roll-out of ZYN in the Middle East began last year with the opening of three shops with Qatar Duty Free. Coinciding with this month's FIFA World Cup and just ahead of the MEADFA Conference, ZYN will launch in an additional six stores in the region with Dubai Duty Free. Swedish Match aims to build awareness of the nicotine pouch category in the region.

ZYN nicotine pouches landed in global travel retail late last year, following a strong performance which has seen the brand become a market leader in the US domestic market and the strongest player within smoke free in the Nordics.

ZYN is at the heart of Swedish Match's vision of a cigarette-free world. Across travel retail, the products offer incremental sales in the nicotine category for retailers and is the perfect choice for airports, inflight, trains, cruise and ferries. The range of products provide more choice for shoppers by offering the option to use in locations where traditional smoking and vaping is not permitted.

"We have been delighted with the response to ZYN since we launched it in the travel retail market a year ago. This is a product which does not cannibalize sales as it creates more options for shoppers in the market which can be bought in addition to cigarettes and for use at a different time. This means we are helping to create shoppers who are more at ease in the travel environment, especially when traditional smoking is not an option.

"As we continue [to show] our dedication to travel retail, the Gulf market was the obvious next step for us due to its history as a key location for the tobacco category," says Johannes Varhelyi, Global Travel Retail Manager at Swedish Match.

The ZYN Cool Mint, Bellini and Espresso varieties are available at both the Doha and Dubai locations; shoppers at Qatar Duty Free can also find the Citrus and Gold edition.

Swedish Match will support the openings with the launch of ZYN Mini Dry, which ensures the brand can always provide the right product format with the right nicotine strength for every shopper.

According to the PR, the nine stores in Dubai and Doha are just the start of Swedish Match's plans for the region, with the team also discussing opportunities in the rest of the Gulf, Egypt, the Levant and South Africa.

## Return to the MEADFA Conference

Swedish Match will underline its dedication to the Gulf and MEA region with its attendance at next week's MEDAFA Conference in Bahrain. ZYN will be a Diamond Sponsor for the event and the team will be on-site with a dedicated stand to showcase their vision for the tobacco category and growth within the region and the wider travel retail market.

"We are very excited to be returning to the MEADFA Conference. Last year's event was the perfect platform for us as we launched ZYN in travel retail and we are looking forward to meeting friends, colleagues and potential partners to discuss our plans and how we can help build retailers' tobacco sales in the Gulf and the wider MEA region," adds Varhelyi.