

Swedish Match and WHSmith TR partnership thrives



The tobacco brand, and its market-leading ZYN nicotine pouches, are currently sold in 280 WHSmith travel stores



[Swedish Match](#) is continuing to build its vision of a world without cigarettes in travel retail with a flourishing partnership with [WHSmith](#). The tobacco brand, and its market-leading ZYN nicotine pouches, are currently sold in 280 WHSmith travel stores, building on an established and successful partnership in the domestic market.

The collaboration in travel retail reflects Swedish Match's faith in the market, as well as the company's dedication and intention to disrupt the status quo in the tobacco sector.

The two companies have run a series of high-profile campaigns at key travel locations across the UK during the summer, including a promotional wrap and sampling activation for shoppers at London Waterloo Station, one of the capital's busiest railway hubs.

These moves are just the beginning, with a similar engagement event planned for Manchester Airport Terminals 1, 2 and 3, as well as at Manchester Piccadilly.

Swedish Match has claimed a significant increase in market share with WHSmith, compared with the national market, which underlines the key role the travel sector plays in the brand's ongoing expansion plans.

“The activations with Swedish Match at transport hubs this summer have been well received by customers. We are always looking for ways to broaden our offer for customers and we look forward to building on this collaboration in the future,” says Matthew Walshe, WHSmith Tobacco Buyer.

“This is an exciting time for Swedish Match. We can see the power and potential of these products within the marketplace and shoppers are reacting positively to our vision of a world without cigarettes.

“Swedish Match and ZYN do not take away from the existing travel retail tobacco market, they provide another option and an opportunity to drive increased spend for retailers. This partnership with WHSmith has been built on a true spirit of trust and collaboration, enabling us to promote our product across their travel stores and engage with customers,” adds David Hall, Swedish Match UK Marketing & Activation Lead.

Swedish Match joined the travel retail market late last year, following a successful performance in the domestic sector which saw it become a category leader in the US while retaining a strong position in the Nordics. Launching its leading ZYN brand of nicotine pouches, the company aims to create an exciting opportunity for travel retail partners, with smoke-free products that travelers can use anywhere on their journey.