**1. Müügistatistika 2024. aastal**

* **Tootenimi:** Nuso Brown
* **Tooteliik:** Kuumutatav tubakatoode
* **Netto tubaka kaal:** 4.8g
* **Müüdud ühikute arv 2024. aastal:** 4 500 tk​
* **ID:** 04172-20-00001

**2. Tarbijarühmad ja eelistused**

| **Tarbijarühm** | **Kasutusviis** | **Valiku põhjused** | **Kasutussagedus** |
| --- | --- | --- | --- |
| **Noored (18–25 a)** | Katsetuslik kasutus, sageli uudishimust. | Tundub kaasaegne ja vähem kahjulik alternatiiv traditsioonilisele suitsetamisele. | Ebakorrapärane või episoodiline. |
| **Mittesuitsetajad** | Harv kasutus, peamiselt proovimise eesmärgil. | Uudishimu; toode ei ole suunatud spetsiaalselt mittesuitsetajatele. | Väga harva või ühekordne kasutus. |
| **Tavakasutajad** | Regulaarne kasutus traditsiooniliste sigarettide asendajana. | Hindavad tuttavat maitset ja kuumutatud tubakatoodete mugavust. | Igapäevaselt või mitu korda päevas. |

**3. Müügikanalid**

* **Jaemüük:** Saadaval spetsialiseeritud tubakapoodides ja litsentseeritud jaemüüjate juures.
* **Otsene müük:** Levitamine otse tarbijale suunatud kanalite kaudu, sealhulgas tellimisteenused.​

**4. Market Research Summary: Nuso Brown**

**Market Research Summary: Nuso Brown**

**Objective:**  
To evaluate how Nuso Brown is perceived by Estonian consumers, with a focus on habitual smokers aged 25–45 seeking a rich tobacco experience and harm-reduced alternatives.

**Methodology:**

* **Online Surveys:** 1,200 consumers aged 18–55 from across Estonia.
* **Retailer Interviews:** In-depth conversations with 15 authorized tobacco product retailers.
* **Sales Data Analysis:** Year-round sales performance from January to December 2024.

**Key Findings:**

**Consumer Demographics:**

* **Dominant Age Group:** 60% aged 25–45, showing strong loyalty and preference for bold tobacco notes.
* **Youth Engagement:** 25% of users aged 18–24, often testing the product out of curiosity.
* **Non-Smoker Trials:** 5% were non-smokers who used the product only once or twice.

**Usage Patterns:**

* **Daily Usage:** 65% of users consume Nuso Brown regularly, often as a full replacement for traditional cigarettes.
* **Social Use:** 30% of users enjoy it in group settings or weekends.
* **Occasional Use:** 5% represent one-time or experimental users.

**Consumer Preferences:**

* **Flavor Profile:** Appreciated for its full-bodied, roasted tobacco character.
* **Product Design:** Neutral and masculine packaging appeals to mature audiences.
* **Perceived Harm Reduction:** Frequently selected by smokers trying to lower health risks without quitting.

**Market Positioning:**

* **Brand Recognition:** 70% of respondents were familiar with Nuso Brown.
* **Market Share:** Covered 28% of Estonia’s heated tobacco product segment by year-end.
* **Retailer Feedback:** Retailers highlight Nuso Brown as a reliable, steady-selling classic.

**Conclusion:**  
Nuso Brown commands attention from long-term smokers seeking a familiar tobacco feel with a modern delivery system. Its deep flavor and consistent quality reinforce its standing as a trusted alternative to combustible cigarettes in the Estonian market.