**1. Müügistatistika 2024. aastal**

* **Tootenimi:** Nuso Purple
* **Tooteliik:** Kuumutatud tubakatoode
* **Netto tubaka kaal:** 5.4g
* **Müüdud ühikute arv 2024. aastal:** 147 000 tk​
* **ID:** 04172-20-00003

**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 Purple**

**Objective:**

To assess consumer preferences, usage patterns, and market positioning of the heated tobacco product Nuso Purple in Estonia during 2024.

**Methodology:**

* **Online Surveys:** Conducted with 1,200 adult consumers aged 18–55 across Estonia.
* **Retailer Interviews:** Discussions with 15 licensed tobacco retailers to gather sales insights.
* **Sales Data Analysis:** Review of sales figures from January to December 2024.​

**Key Findings:**

**Consumer Demographics:**

* **Age Group 25–45:** Represented 60% of Nuso Purple users, primarily seeking alternatives to traditional cigarettes.
* **Age Group 18–24:** Accounted for 25% of users, often experimenting out of curiosity.
* **Non-smokers:** Made up 5% of users, typically trying the product once without continued use.​

**Usage Patterns:**

* **Regular Users:** Approximately 65% used Nuso Purple daily, appreciating its convenience and flavor.
* **Occasional Users:** About 30% used the product a few times a week, often in social settings.
* **Infrequent Users:** The remaining 5% used it sporadically, primarily for experimentation.​

**Consumer Preferences:**

* **Flavor Profile:** Users favored the smooth and mild taste of Nuso Purple, considering it a pleasant alternative to traditional tobacco.
* **Product Design:** The sleek and modern design appealed to younger demographics.
* **Perceived Harm Reduction:** Many users believed Nuso Purple to be a less harmful option compared to conventional cigarettes.​

**Market Positioning:**

* **Brand Recognition:** Nuso Purple achieved a 70% brand recognition rate among surveyed consumers.
* **Market Share:** Captured approximately 28% of the heated tobacco product market in Estonia by the end of 2024.
* **Retailer Feedback:** Retailers reported consistent demand, with Nuso Purple being one of the top-selling heated tobacco products.​

**Conclusion:**

Nuso Purple has established a strong presence in the Estonian market, particularly among adults aged 25–45 seeking alternatives to traditional smoking. Its favorable flavor profile, modern design, and perceived reduced harm contribute to its popularity. The product's significant market share and high brand recognition indicate its competitive positioning in the heated tobacco segment.