

Norway

NORDIC NICOTINE POLICY 2025

Objective of tobacco policy:

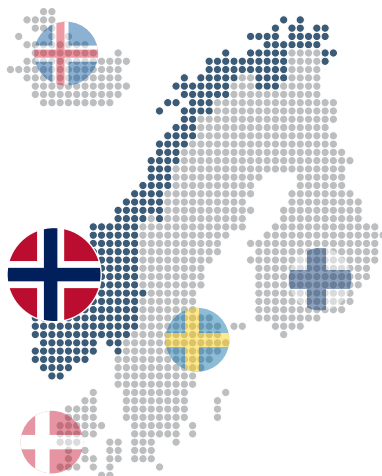
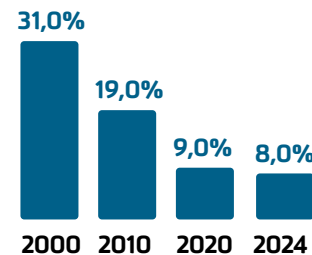
The vision for Norway's tobacco policy is a tobacco-free society, with the aim that children born in 2010 or later should not use tobacco products or nicotine products.

Regeringens proposition Prop. 116 L (2024–2025)

PREVALENCE OF DAILY SMOKERS 2024

8,0%

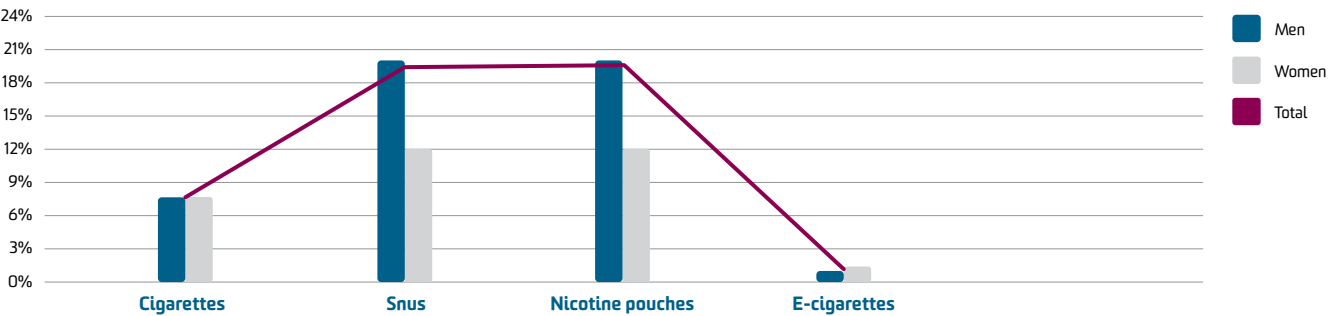
DAILY SMOKERS OVER TIME



REGULATIONS

	 Cigarettes	 E-cigarettes	 Nicotine gum (NRT)	 Snus	 Nicotine pouches	 Heated tobacco
Retail sales	Allowed	Prohibited	Unregulated	Allowed	Prohibited	Prohibited
Private import	100 pcs	Restricted	100 days consumption	125 g	Prohibited	Prohibited
Flavouring	Allowed	Restricted	Allowed	Allowed	Prohibited	n/a
Nicotine cap	1 mg/cigarette	20 mg/ml	Medical regulation	Unregulated	n/a	n/a
Advertising/promotion	Prohibited	Prohibited	Medical regulation	Prohibited	Prohibited	n/a
Point-of-sale display	Prohibited	Restricted	Allowed	Prohibited	Prohibited	n/a
Packaging	Plain with warning	Plain with warning	Medical regulation	Plain with warning	n/a	n/a
Online sales	Allowed	Allowed	Allowed	Allowed	Prohibited	Prohibited

SHARE OF POPULATION USING NICOTINE PRODUCTS DAILY OR FREQUENTLY



NORDIC NICOTINE POLICY 2025 – NORWAY

Tax Structure: Tax per stick and per ml, pouches banned Objective/Policy Aim: Reduce smoking and prevent nicotine initiation

	 Cigarettes	 E-cigarettes	 Nicotine gum (NRT)	 Snus	 Nicotine pouches	 Heated tobacco
Example package	20 pcs	2 ml disposable	30 pcs, 2 mg	24 g/20 pcs	14 g/20 pcs	20 pcs
Example retail price	180 NOK	100 NOK	120 NOK	100 NOK	100 NOK	100 NOK
Excise tax structure 	Specific tax: 3.24 NOK/ pcs	Specific tax: 5.26 NOK/ ml	No specific tax	Specific tax: 1 NOK/g	Specific tax: 0.497 NOK/g	Specific tax: 3.24 NOK/g
Calculations example package	3.24 NOK x 20 = 64.80 NOK	5.26 NOK x 2 = 10.52 NOK	No specific tax	1 NOK x 24 g = 24 NOK	0.497 NOK x 14 g = 6.96 NOK	0.3 g/pcs x 20 pcs = 6 g/package 3.24 NOK x 6 g = 19.44 NOK
Vat 25 %	36 NOK	20 NOK	24 NOK	20 NOK	20 NOK	20 NOK
Total tax	100.8 NOK	30.52 NOK	24 NOK	44 NOK	26.96 NOK	39.44 NOK
Tax share	56 %	31 %	20 %	44 %	27 %	39 %

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