

Objective of tobacco policy:

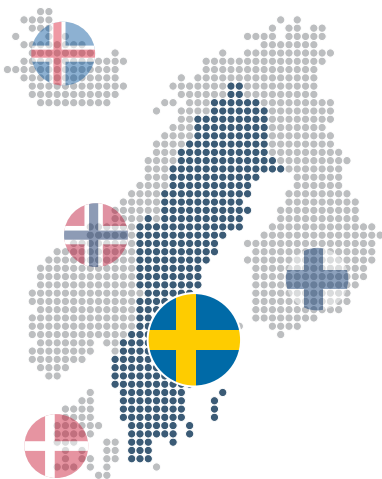
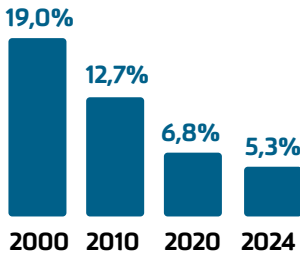
The goal is a smoke-free Sweden by 2025, the new strategy is to reduce medical and social harm caused by tobacco and nicotine products and differentiate between harmful effects between product types.

Budgetpropositionen för 2025 (Prop. 2024/25:1), resp. Skriftlig fråga 2024/25:732

PREVALENCE OF DAILY SMOKERS 2024

5,3%

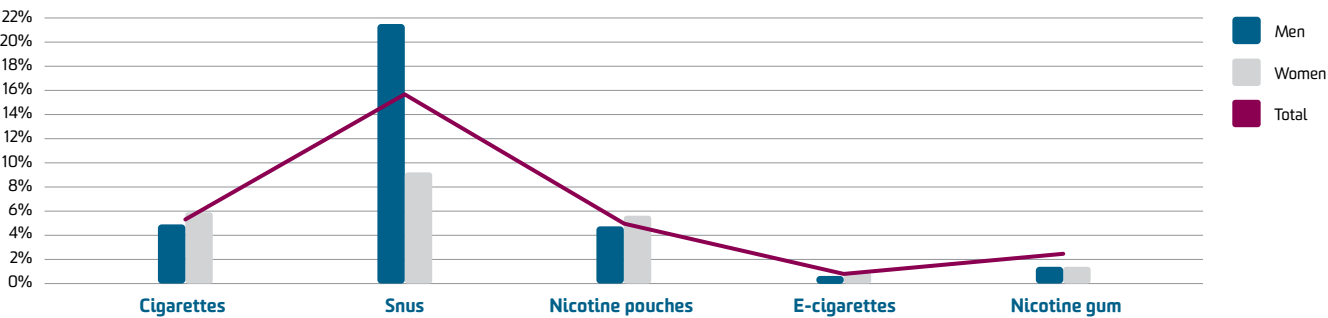
DAILY SMOKERS OVER TIME



REGULATIONS

	 Cigarettes	 E-cigarettes	 Nicotine gum (NRT)	 Snus	 Nicotine pouches	 Heated tobacco
Retail sales	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed
Private import	800 pcs	20 ml	200g	Allowed	200g	Allowed
Flavouring	Prohibited	Allowed	Allowed	Restricted	Allowed	Prohibited
Nicotine cap	1 mg/cigarette	20 mg/ml	Restricted	Unregulated	Unregulated	Unregulated
Advertising/promotion	Prohibited	Restricted	Allowed	Prohibited	Restricted	Prohibited
Point-of-sale display	Restricted	Restricted	Allowed	Restricted	Restricted	Restricted
Packaging	Health warning	Health warning	Health warning	Health warning	Health warning	Health warning
Online sales	Allowed	Allowed	Allowed	Allowed	Allowed	Allowed

SHARE OF POPULATION USING NICOTINE PRODUCTS DAILY OR FREQUENTLY



NORDIC NICOTINE POLICY 2025 - SWEDEN

Tax Structure: Tax per stick or weight/volume

Objective/Policy Aim: Reduce consumption while acknowledging harm differentials

	 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	75 SEK	90 SEK	75 SEK	50 SEK	40 SEK	100 SEK
Excise tax structure 	Specific tax: 2.06 SEK/pcs Ad valorem tax: 1% of retail price	Specific tax: 2072 SEK/l liquid below 15 mg/ml or 4143 SEK/l liquid above 15 mg/ml	No specific tax*	Specific tax: 432 SEK/kg	Specific tax: 207 SEK/kg	Specific tax: 2443 SEK/kg
Calculations example package	2.06 SEK x 20 pcs = 41.20 SEK 75 SEK x 1% = 0.75 SEK	2072 SEK/l x 0.002 = 4.14 SEK or 4143 SEK/l x 0.002 = 8.29 SEK	No specific tax*	432 SEK x 0.024 = 10.37 SEK	207 SEK x 0.014 = 2.9 SEK	0.3 g/pcs x 20 pcs = 6 g/package 2443 SEK x 0.006 = 14.66 SEK
Vat 25%	15 SEK	18 SEK	15 SEK With prescription: 0	10 SEK	8 SEK	20 SEK
Total tax	56.95 SEK	22.14 SEK/ 26.29 SEK	0 SEK/15 SEK	20.37 SEK	10.90 SEK	34.66 SEK
Tax share	76 %	25 %/29 %	0 %/20 %	41 %	27 %	35 %

* Example is NRT product. Otherwise 207 SEK/kg

Sources:

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