



**SMOKE FREE
SWEDEN 2023**

Why talk about Sweden

1

Sweden is becoming smoke free!

2

A public health gift to the world

3

Lessons for the world: helping other countries quit like Sweden

Becoming Smoke Free

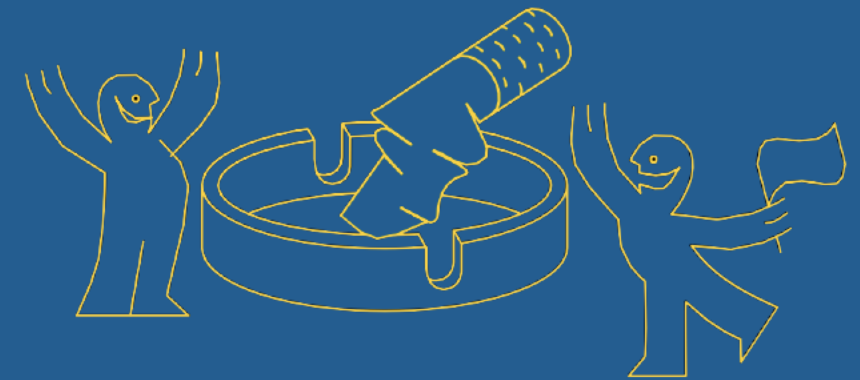
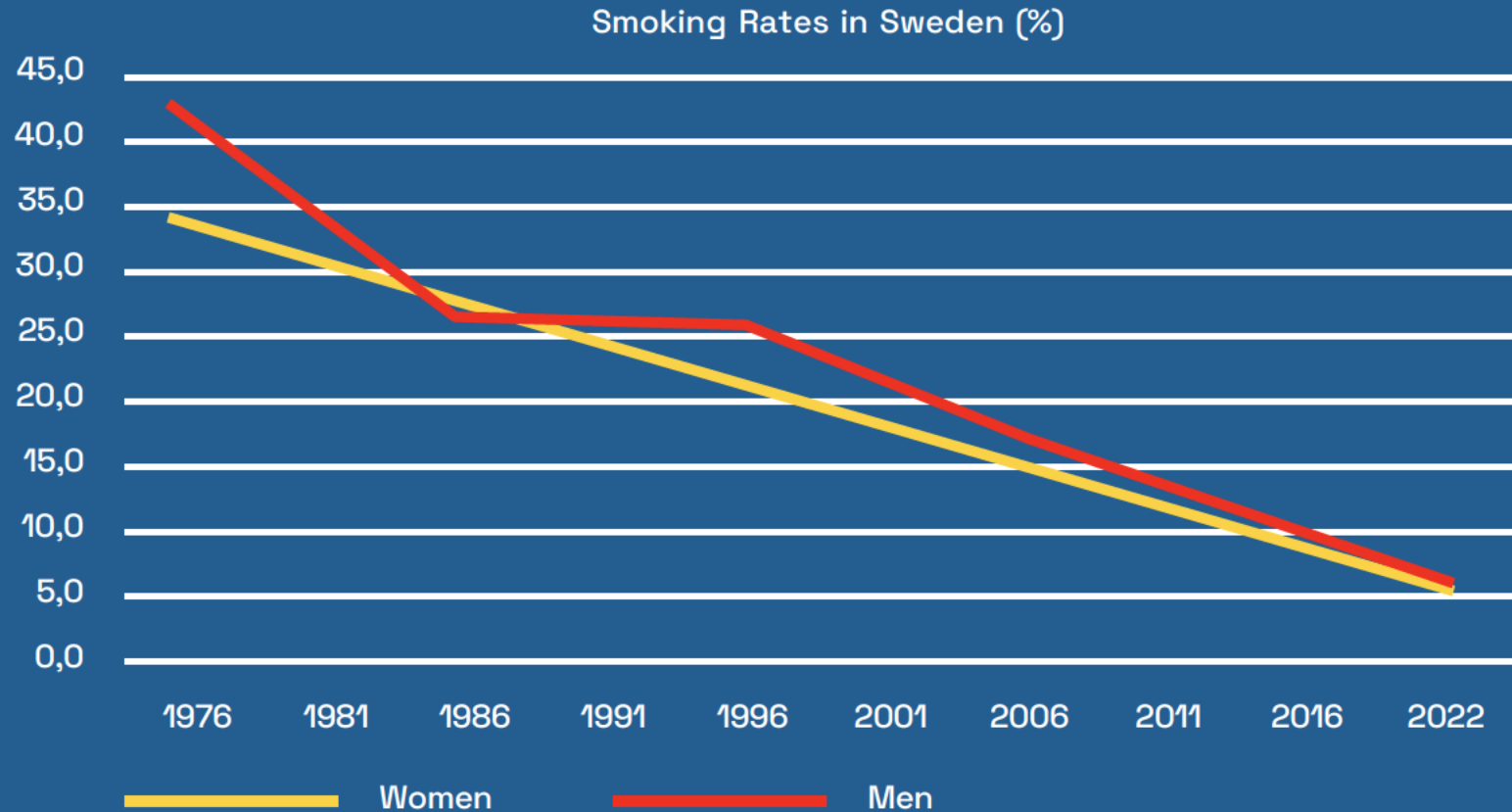
Sweden's success

Smokefree EU by 2040?

In 2021, the EU set a 2040 goal for all member states to be 'tobacco-free', defined by the European Network for Smoking and Tobacco Prevention as <5% smoking tobacco

Sweden 2023:

In 2023, Sweden is likely to become the first EU country to reach its Smoke Free target



1

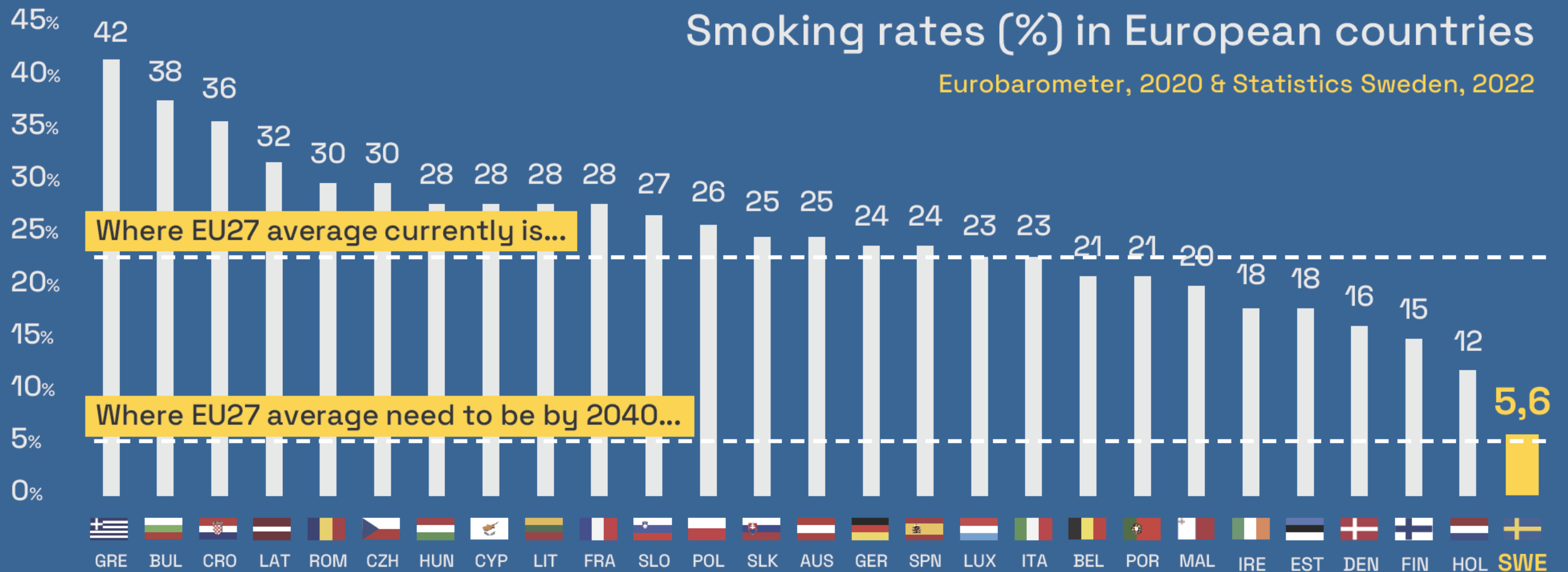
Sweden is on track to be 'smoke-free' 17 years ahead of the 2040 EU target

2

EU average smoking rate is 23% - almost 5 times Sweden's

3

In many EU countries, 1 in 3 people still smoke



**A public health gift
to the world**

Sweden is reaping the rewards of low smoking rates

3,400+ lives

saved in Sweden every year¹

Lowest tobacco-related disease & death rates in the EU²

If it followed Sweden's example, the EU could have saved

2.84 million lives since 2004³

1. Snuskommissionen

2. Sundén

3. Global Burden of Disease Survey

Smoke Free Sweden - a public health gift to the world

Compared to the **rest** of the EU:

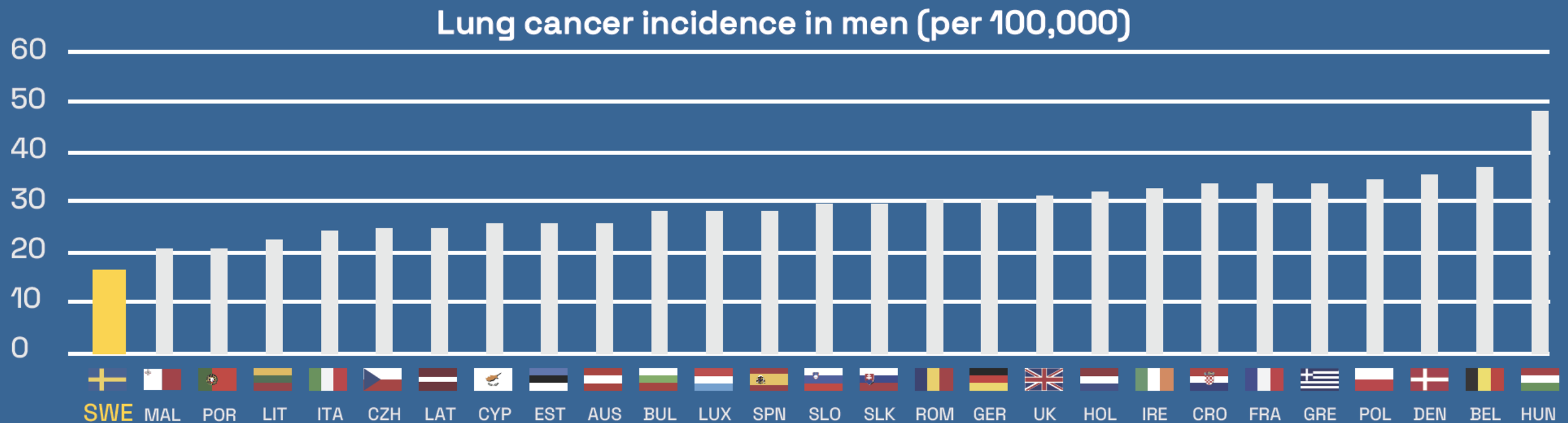
44% fewer tobacco related deaths¹

41% lower lung cancer rates²

38% fewer cancer deaths³

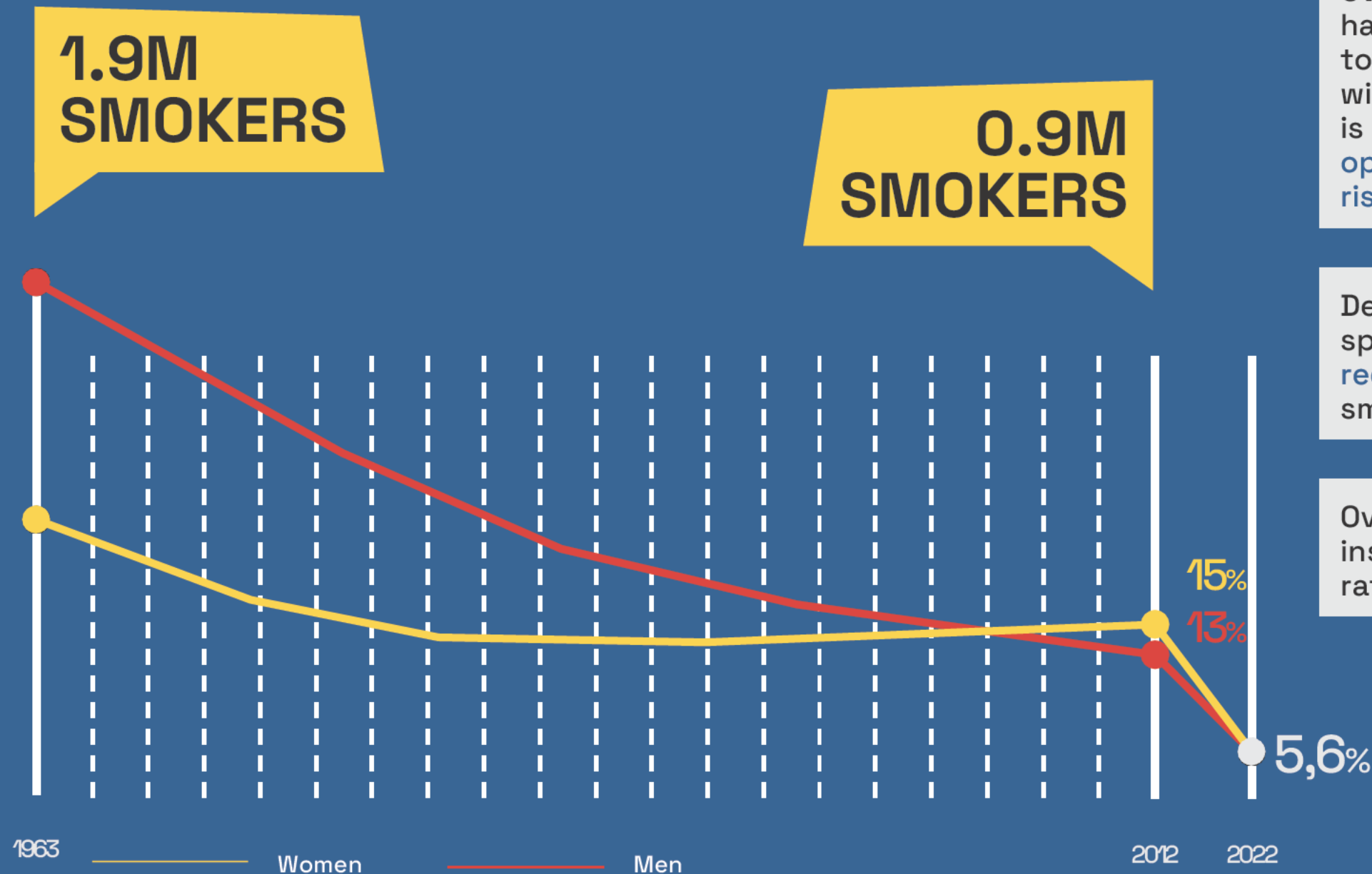
Risk of gum disease is significantly higher for smokers vs snus users³

EU men are three times more likely to die from tobacco-related lip and oral cavity cancer than Swedish men⁴



1. Ramström 2020 2. IARC 2020 3. Wickholm et al, 2004 4. WHO International Agency for Research on Cancer

The Swedish Experience



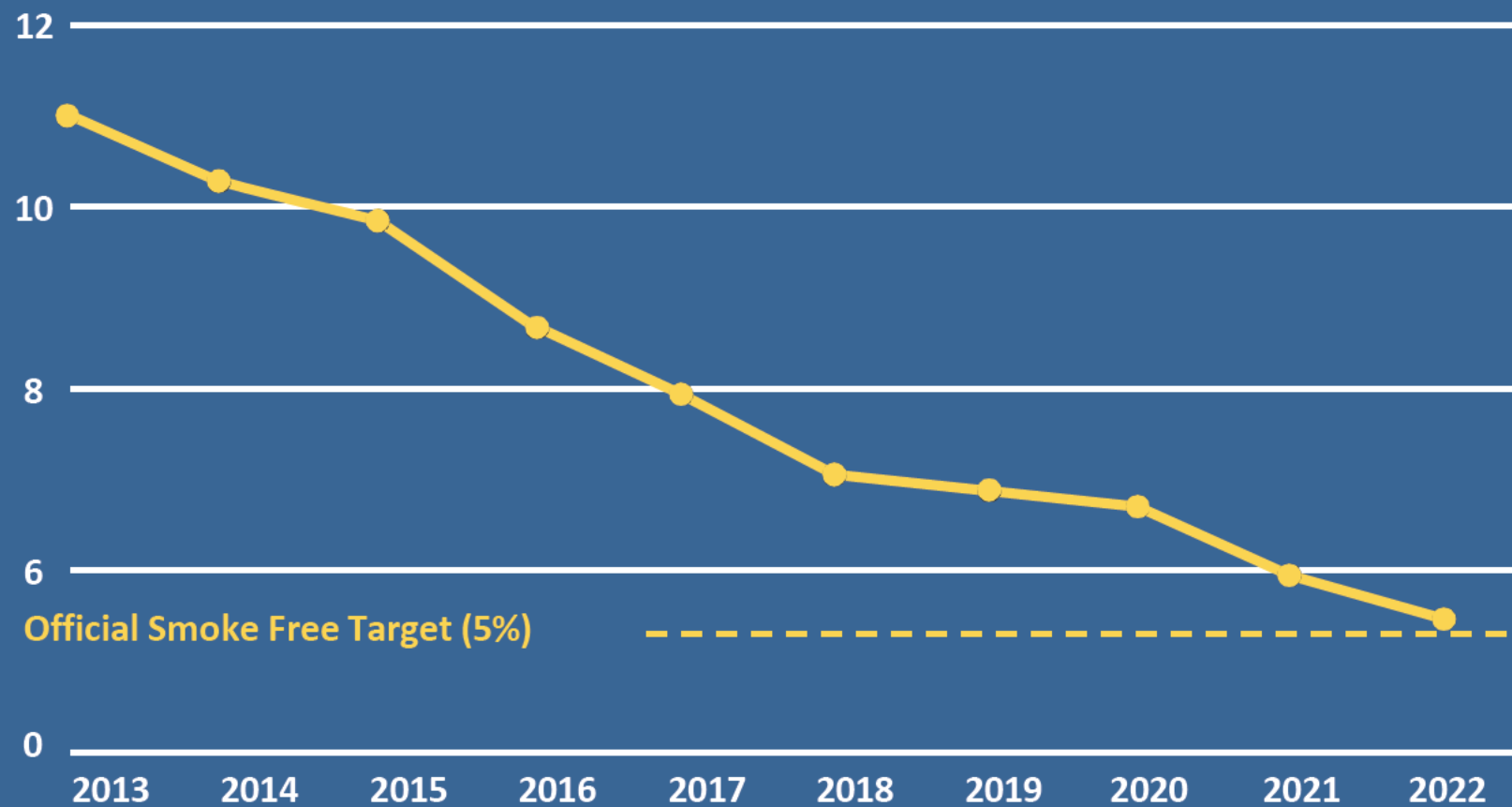
Over the past 50 years, Sweden has introduced traditional tobacco control measures in line with the rest of Europe. But there is one critical difference - **an openness to alternative reduced risk products**

Despite a 30% population growth spurt, there has been an **80% reduction** in the number of smokers

Over the years **SNUS** has been instrumental in driving smoking rates down for men

Sources:
1963, 1996: Statistics Sweden
1976, 1986: NTS surveys
2012: Eurobarometer

The Swedish Experience



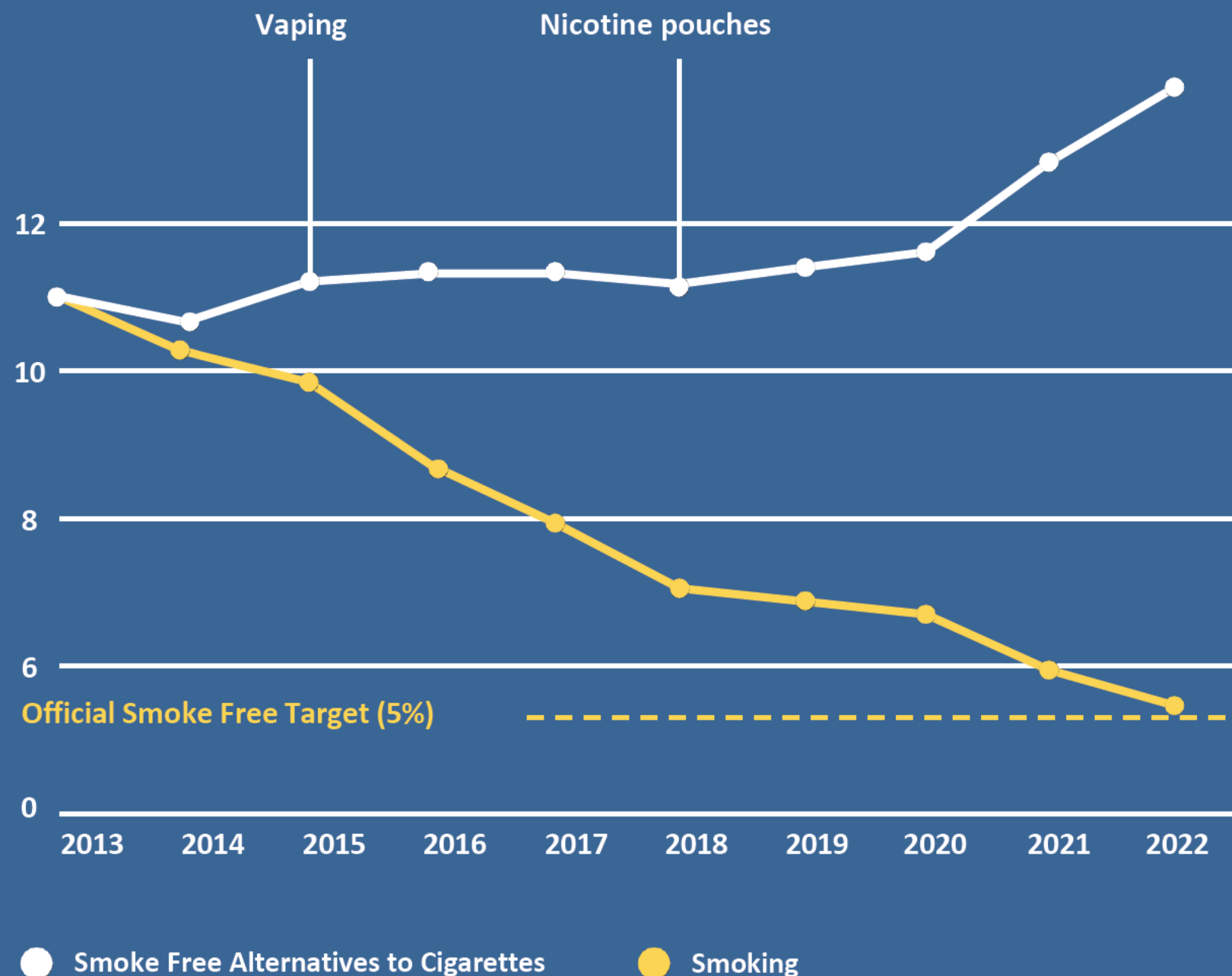
In the past decade,
Sweden has reduced
smoking rates by

55%

● Smoking

Sources:
Statistics Sweden

The Swedish Experience



More recently, a new generation of alternative reduced risk nicotine products (e.g. vaping and nicotine pouches) has accelerated the decline in smoking rates

These products have been made widely accessible, genuinely acceptable to consumers and affordable

In the last decade, smoking rates have declined fastest among women

**Helping other
countries quit like
Sweden**

...by not being limited to

Education

**Traditional
tobacco
control**

**...by ensuring safer alternatives
are accessible**



Heated tobacco

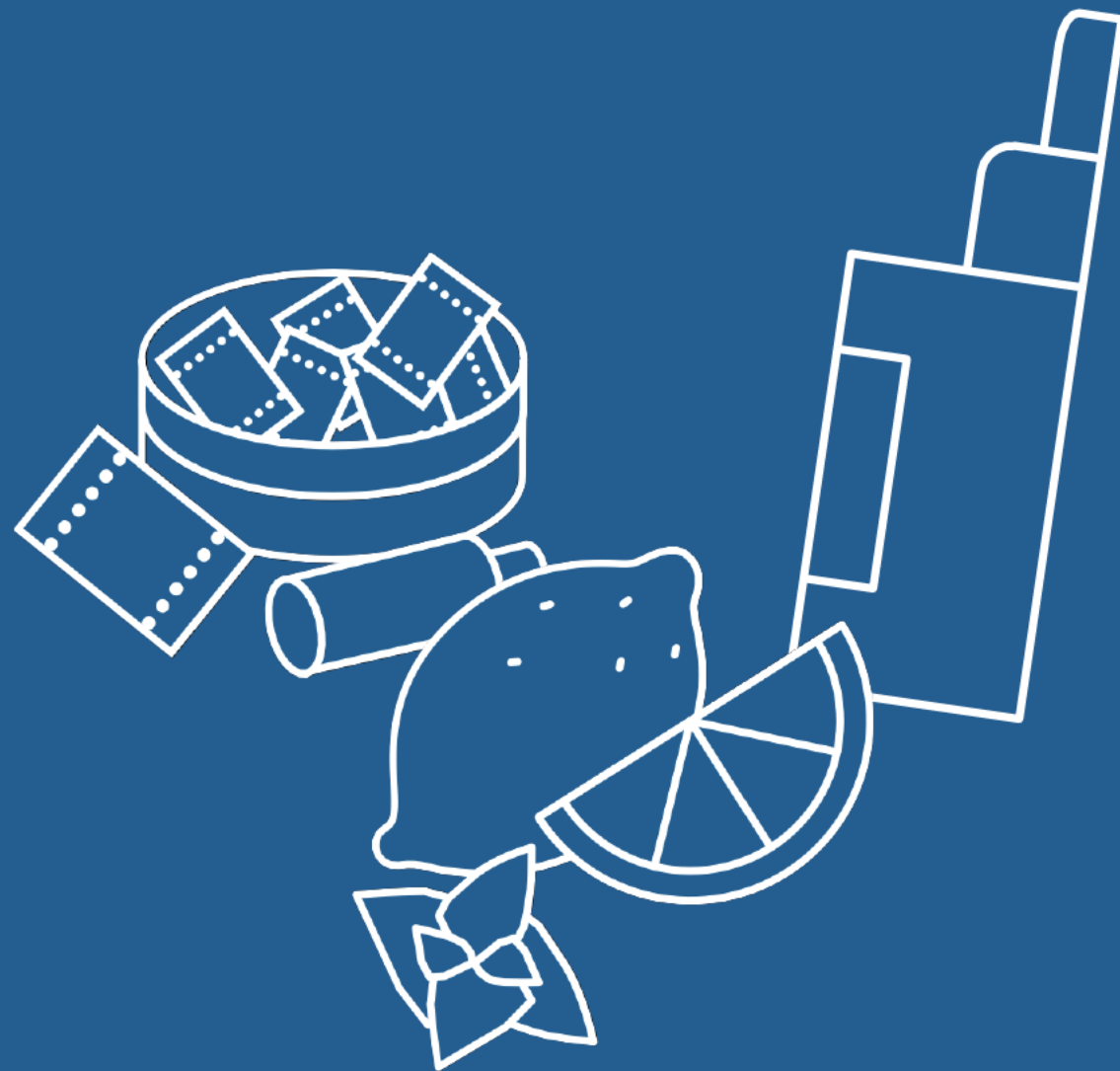


Nicotine pouches



Vapes

**...genuinely acceptable to
consumers**



Wide range of flavours available



**Nicotine concentrations that help
smokers switch**

...and affordable – taxed according to their risk

”

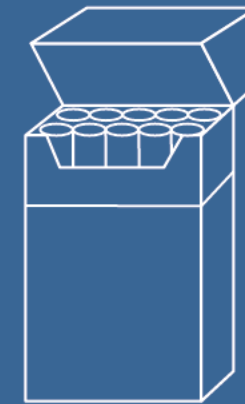
”Tobacco and nicotine taxes are [...] structured today so that **products are generally taxed on the basis of risk.** [...]

Products that are judged to be more harmful to health have a higher tax.”

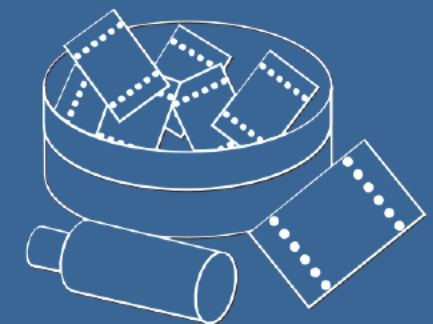
MIKAEL DAMBERG. Minister of Finance, Sweden

April 2022

67 KR



35 KR



Building a smoke free society is as easy as building Swedish furniture

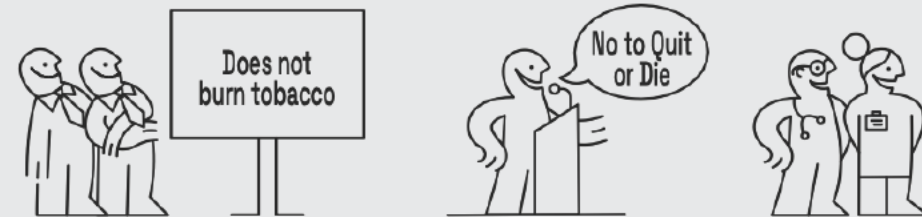
1

Ensure **consumers can choose** from a full range of smoke-free alternatives, while implementing effective regulatory measures on smoking tobacco



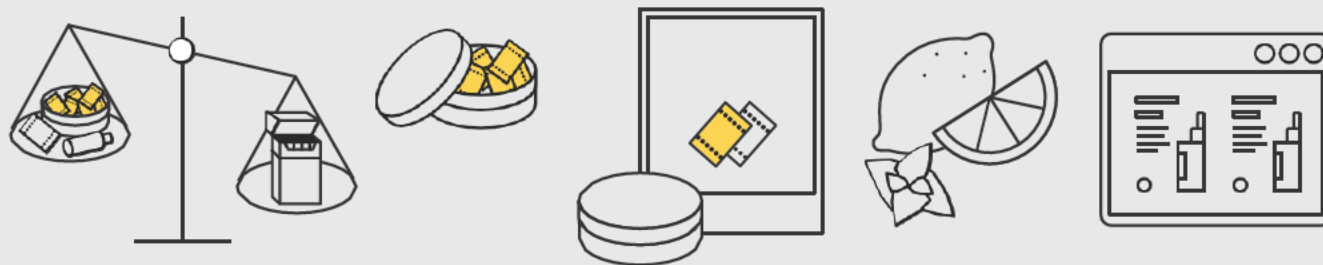
2

Educate on the differences between traditional tobacco and reduced risk alternatives, with support from public **health experts, politicians and public institutions**



3

Secure **acceptability, accessibility and affordability** of alternatives through **risk proportionate regulations and excise**



4

Any problems...
Call Sweden!



To become smoke free like Sweden, countries must have...

1

Public policy that recognises tobacco harm reduction

2

Fundamental differentiation between forms of nicotine and tobacco products according to their risk

3

Access to smoke free alternatives to cigarettes that are genuinely acceptable and affordable for consumers

4

Educational resources and information on smoke free alternatives

The Swedish way

**Becoming smoke free with less
harmful alternatives**