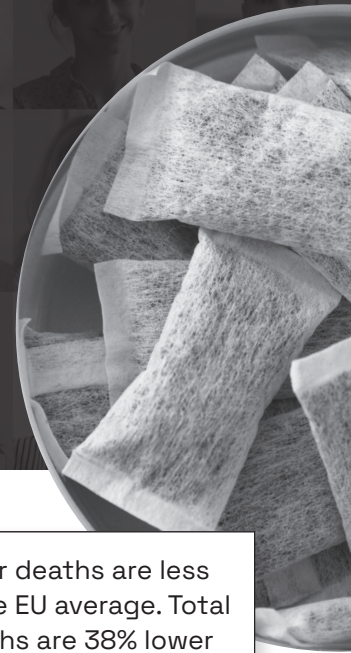




Smoke Free Sweden 2023

The Swedish Story



Sweden is about to become the first 'smoke free' European country in 2023, with a smoking rate of below 5%. This is a huge achievement, and will be 17 years ahead of the 2040 EU target. Every other EU country is set to miss the 2040 target.

Other EU countries have a smoking rate that is, on average, **FIVE** times that of Sweden, and have struggled for years to reduce smoking rates. In fact, Sweden's success is unprecedented – no other country in the world has become smoke free.

The Swedes have employed similar education and tobacco control efforts to many other EU countries. But the big difference is that Sweden has also embraced the role of a wide range of reduced-risk alternatives to combustible cigarettes and has created a policy environment which encourages smokers to switch.

Yes, Swedes have used snus for decades but, crucially, the Swedes have ensured that EVERY type of safer alternative product is available in their country. They have also worked to make these safer alternative products more accessible, more acceptable and more affordable than cigarettes. As a result, smoking rates have plummeted. **In fact, the last decade has seen the number of smokers drop at its fastest rate ever – driven by the introduction of vapes in 2015 and modern nicotine pouches in 2018.** These products are dramatically and demonstrably less harmful than cigarettes, which has had a massive impact on the health of Swedes.

As a result, today Sweden has the lowest levels of tobacco-related deaths and disease of any EU country.



Lung cancer deaths are less than **HALF** the EU average. Total cancer deaths are 38% lower than the EU average.



44%
lower

Sweden's
tobacco-related
deaths

Source: 2020 study by
Dr Lars Ramström

Other EU countries
have a smoking rate
that is, on average,

5x

that of Sweden's



If every country followed Sweden's approach and made safer alternatives affordable, acceptable and accessible to smokers, approximately 355,000 lives could be saved each year in the EU. That's more than 3.5 million in a decade.

Source: 2020 study by
Dr Lars Ramström