



**SMOKE FREE
SWEDEN 2023**

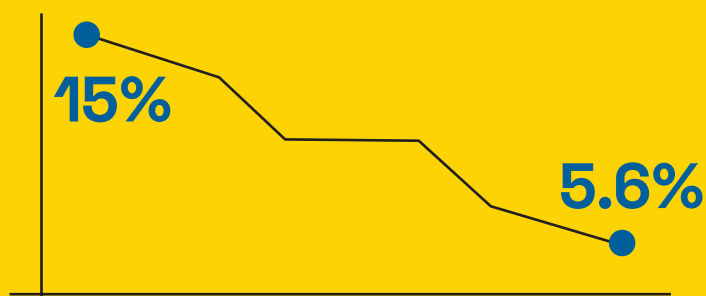
Sweden is about to become the first smoke-free country

Smoke-free is defined
as less than

5%

of adults
smoking

17 years ahead
of the **EU's** target



Smoking rates have fallen
from **15%** to **5.6%**
over the past **15** years

All thanks to the
Swedish way of
making alternative
products widely
ACCESSIBLE,
ACCEPTABLE and
AFFORDABLE



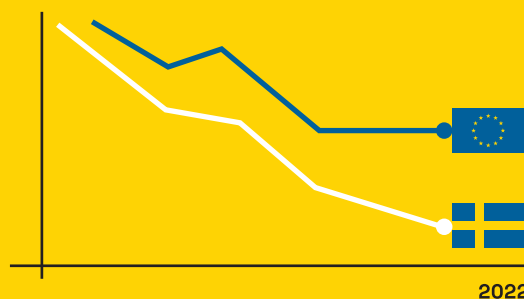
Providing smokers with a choice of genuine
alternatives, alongside education and
tobacco control measures

instead of restricting or banning
reduced-risk alternatives to cigarettes

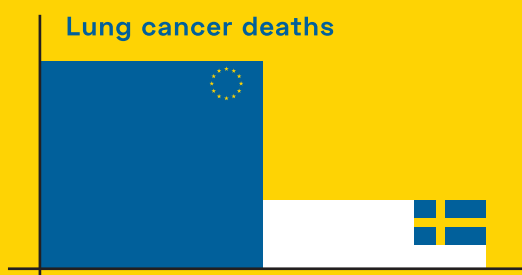
The results speak for themselves:



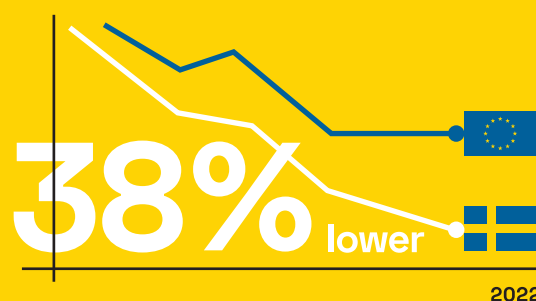
Tobacco-related diseases are **the lowest** in Europe



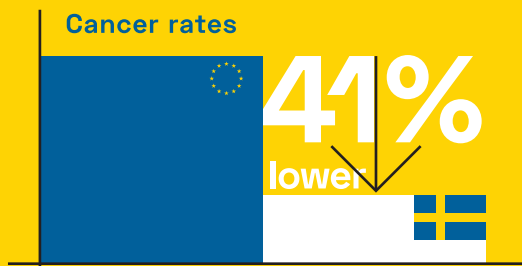
Premature deaths due to tobacco-related diseases are also **the lowest** in Europe



Swedish lung cancer deaths are **less than half** the EU average



Total cancer deaths **38% lower**



Cancer rates are **41% lower** than the rest of Europe



smokefreesweden.org