



**ENSP**

European Network  
for Smoking and Tobacco Prevention

# Sweden

## Tobacco Control Policies Implementation Level



**Sweden has made progress on tobacco control in recent years. However, people continue to die and become sick needlessly, and the costs to society from tobacco use continue to mount. Sweden can still do more to make the proven tobacco control tools work for its citizens' wellbeing.<sup>1</sup>**





The Act on Tobacco and Similar Products (SFS 2018:2088)<sup>2</sup> is the primary piece of tobacco control legislation in Sweden. The 2018 Act repealed the Tobacco Act (SFS 1993:581) and the Act on Electronic Cigarettes and Refill Containers (SFS 2017:425). The Decree on Tobacco and Similar Products (SFS 2019:233) was issued under the 2018 Act and contains implementing provisions for the Act. The 2019 Decree repeals Decree on Tobacco (Tobacco Regulation) (SFS 2016:354) and the Decree on Electronic Cigarettes and Refill Containers (SFS 2017:429). HSFL-FS 2016:46 (as amended by HSLF-FS 2016:17) remains in effect and sets forth specific requirements for pictorial health warnings and other labelling requirements. Other laws impact tobacco advertising, promotion and sponsorship in addition to the Act on Tobacco and Similar Products. Specifically, the Radio and Television Act prohibits tobacco sponsorship of radio and television programs and paid placement of tobacco products on TV programs. The Marketing Act provides penalties for violations of advertising, promotion and sponsorship provisions of the Act on Tobacco and Similar Products. The Freedom of Press Act specifically states that it does not apply to commercial advertising for tobacco products.

The regulation of new nicotine products, such as e-cigarettes and nicotine pouches (white snus), is not as strict as the regulation of traditional tobacco products. Nicotine pouches are marketed as "tobacco-free" and therefore currently exempted from all regulation. In recent years the tobacco industry has invested heavily in the marketing of these products to target children and youth, and as a result, the use of nicotine products among young people have increased drastically. During the first half of 2022 the government will present a proposition to the parliament regarding more strict regulation of new nicotine products, including enforcing an age limit, health warnings, and marketing restrictions.



## *Additional details show that:<sup>3</sup>*

- Tobacco harms the health, the treasury, and the spirit of Sweden. Every year, more than 14 000 of its people are killed by tobacco-caused disease. Still, more than 6000 children (10-14 years old) and 819000 adults (15+ years old) continue to use tobacco each day.
- Even though fewer men die from tobacco in Sweden than on average in very high-HDI countries, tobacco still kills 100 men every week, necessitating action from policymakers.
- More people use smokeless tobacco (16%) in Sweden than on average in very high-HDI countries.
- The economic cost of smoking in Sweden amounts to 38354 million krona. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.
- Sweden implements direct bans on National/International TV and radio, local/international magazines and papers and advertising on internet.
- Sweden implements indirect bans on free distribution in mail, promotional discounts, and appearance in TV and/or films: tobacco brands (product placement).



# WHO Framework Convention on Tobacco Control (FCTC) implementation level

**Ratification: 07/07/2005**

**Entry into Force: 05/10/2005<sup>4</sup>**

Policy	Status
<b>Protection from tobacco smoke</b>	
The comprehensiveness of protection in health-care facilities	Partial
The comprehensiveness of protection in educational facilities	Partial
<b>Tobacco-related mortality</b>	
Estimated total number of tobacco-related deaths	11881 yearly
<b>Taxation of tobacco products</b>	
The proportion of the retail price consisting of taxes	48.38%
Only specific tax levied	Yes
Only ad valorem tax levied	No
Combination of specific and ad valorem taxes levied	Yes
<b>Supply of tobacco and tobacco products</b>	
Tracking regime to further secure the distribution system developed	Yes
Sales of tobacco products to minors prohibited	Yes
Sale of tobacco products from vending machines prohibited	No
Sale of cigarettes individually or in small packets prohibited	Yes
<b>Tobacco growing</b>	
Viable alternatives for tobacco growers promoted	Not applicable
The number of workers	Not applicable
<b>General obligations</b>	
Comprehensive multisectoral national tobacco control strategy	Yes
Focal point for tobacco control	Yes
National coordinating mechanism for tobacco control	Yes
<b>Packaging and labelling of tobacco products</b>	
Health warnings occupying 50% or more	Yes
Health warnings in the form of pictures or pictograms	Yes
<b>Liability</b>	
Criminal and/or civil liability action launched by any person	No
<b>Education, communication, training, and public awareness</b>	
Implemented educational programs targeted to adults	No
Implemented educational programs targeted to children and youth	No
<b>Tobacco advertising, promotion, and sponsorship</b>	
Comprehensive ban on all tobacco advertising, promotion and sponsorship	Partial
Ban on display of tobacco products at points of sales	No
Ban covering tobacco sponsorship	Yes
Ban covering cross-border advertising originating from the country	Yes
<b>Demand reduction measures concerning tobacco dependence and cessation</b>	
Evidence-based comprehensive and integrated guidelines developed	Yes
Implemented media campaigns to promote tobacco cessation	No
Implemented telephone quit lines	Yes
Primary health care providing programs on diagnosis and treatment	Yes
Nicotine replacement therapy available	Yes
<b>Surveillance</b>	
National system for surveillance of patterns of tobacco consumption established	Yes
National system for surveillance of consequences of tobacco consumption established	Yes



# National Action Points:

- **Monitor tobacco use and prevention policies:**
- **Monitor tobacco use and prevention policies:** Sweden bans to smoke on health-care facilities, educational facilities, universities, government facilities, indoor offices, restaurants and bars, public transport.
- **Offer help to quit tobacco use:** Sweden assists its citizens for smoking cessation by National quit line, and both NRT and some cessation services cost-covered.
- **Warn about the dangers of tobacco:** Sweden government warns its citizens with graphic warning labels.
- **Raise taxes on tobacco:** Sweden raises Retail Price is Excise Tax by 48.38%.



## References:

- 1 Tobacco Atlas – Sweden: <https://tobaccoatlas.org/country/sweden/>
- 2 Tobacco Control Laws – Sweden: <https://www.tobaccocontrolaws.org/legislation/country/sweden/summary>
- 3 Tobacco Atlas – Sweden: <https://tobaccoatlas.org/country/sweden/>
- 4 WHO Framework Convention on Tobacco Control – Sweden: <https://untobaccocontrol.org/impldb/sweden/>
- 5 WHO Framework Convention on Tobacco Control – Sweden 2020 Report: [https://untobaccocontrol.org/impldb/wp-content/uploads/Sweden\\_2020\\_WHOFCtCreport.pdf](https://untobaccocontrol.org/impldb/wp-content/uploads/Sweden_2020_WHOFCtCreport.pdf)
- 6 Tobacco Atlas – Sweden: <https://tobaccoatlas.org/country/sweden/>

