





The Swedish Experience

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Addressing today's threats to our environment and health

Working for rational, cost effective and evidence based policy

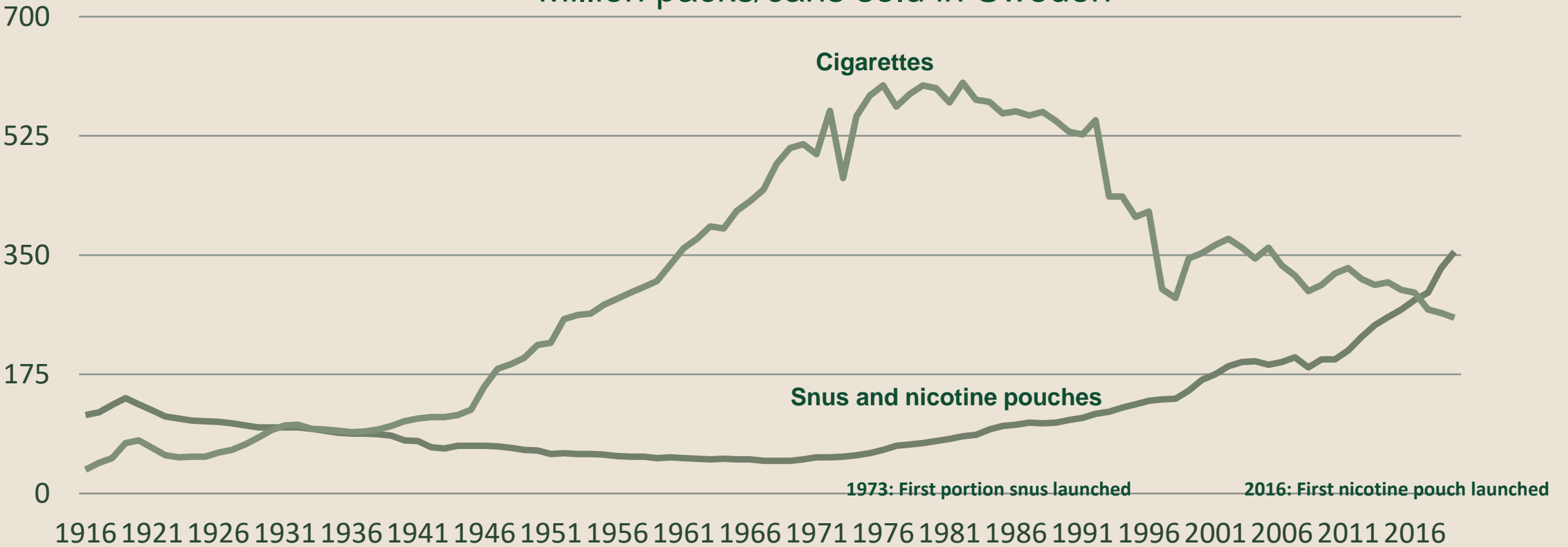
Promoting the contribution of business and science to address the challenges humanity is facing

Independent and non party affiliated

Funded by private donations

The Swedish Experience


Million packs/cans sold in Sweden



Source: Swedish Match estimates, SMD Logistics.

Why?



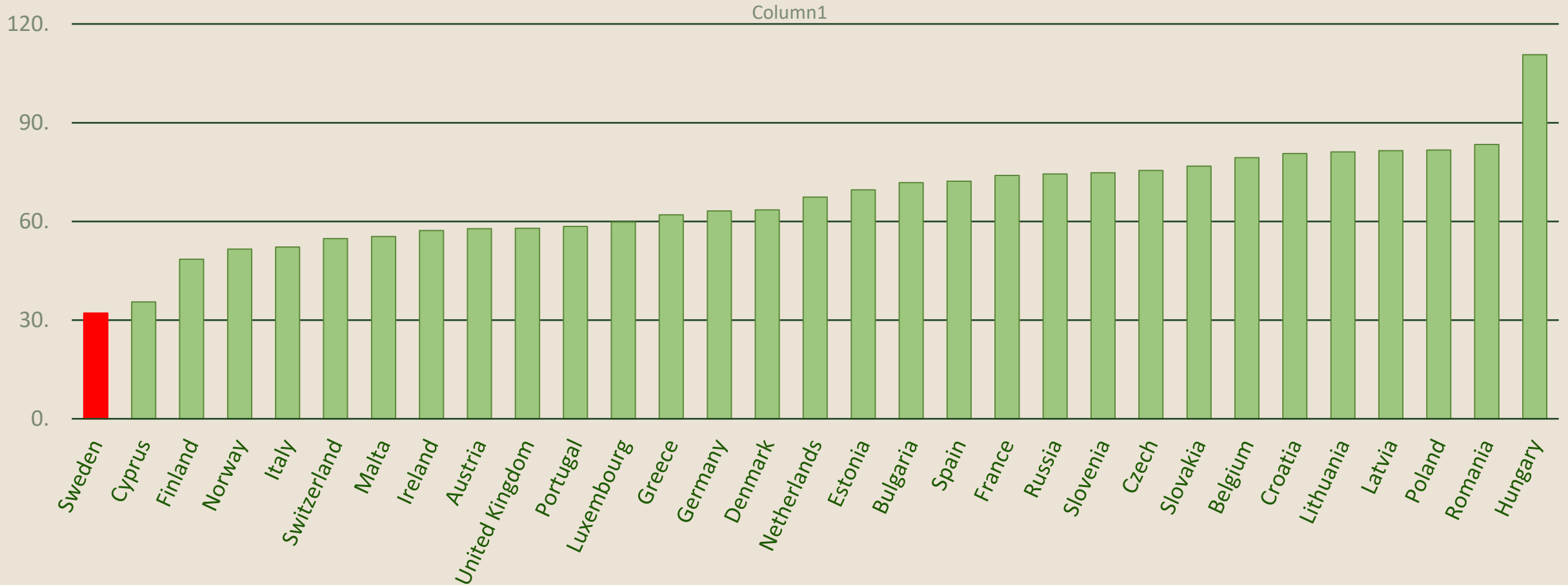


"For every user of snus that starts smoking there is four smokers that switch to snus when they stop smoking. This result indicates that the net effect of these changes in tobacco habits is positive in a public health perspective, as smoking is so much more damaging for health than snus."

The Public Health Report 2005, Socialstyrelsen

Tobacco related cancer among men in Europe

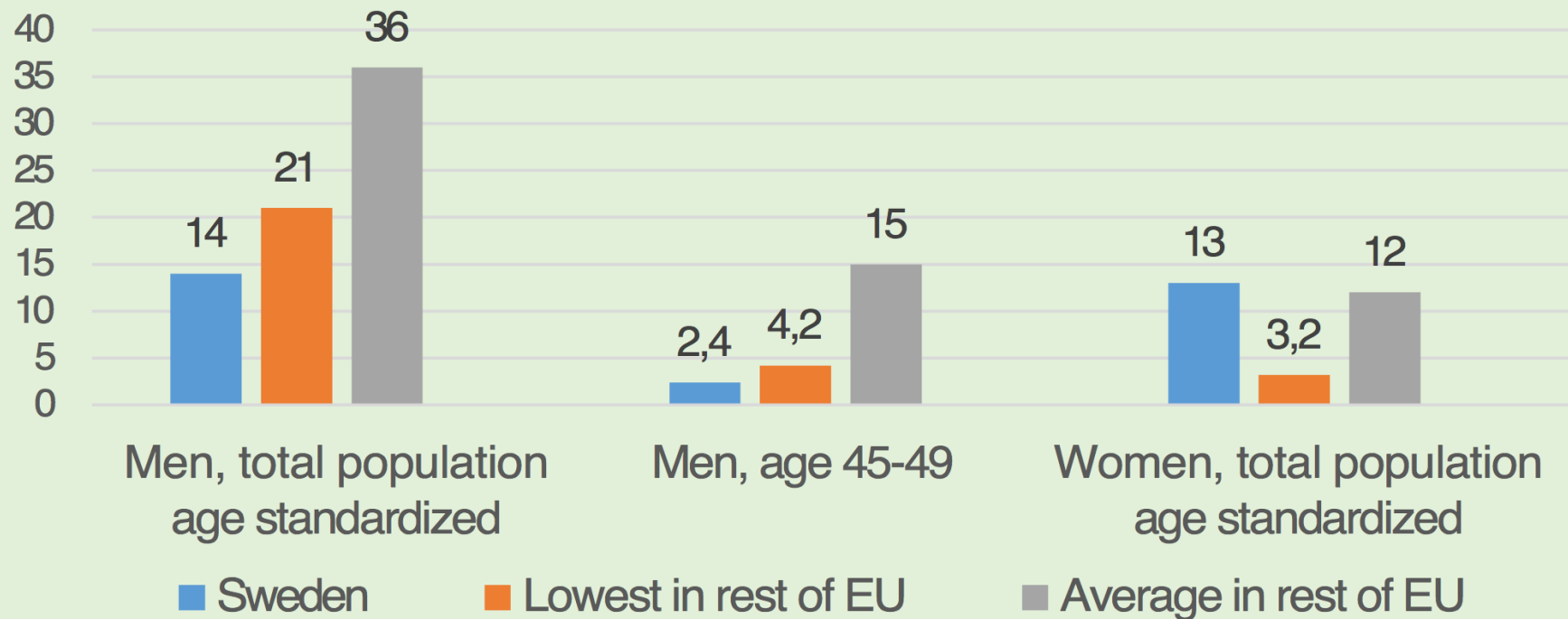
Incidence ASR (W), new cases per 100,000



Compiled from *Global Burden of Disease Study 2019* by Lars Ramström, Institute for Tobacco Studies, Sweden

Death rates per 100.000 attributable to tobacco in Sweden and the rest of the European Union in 2019

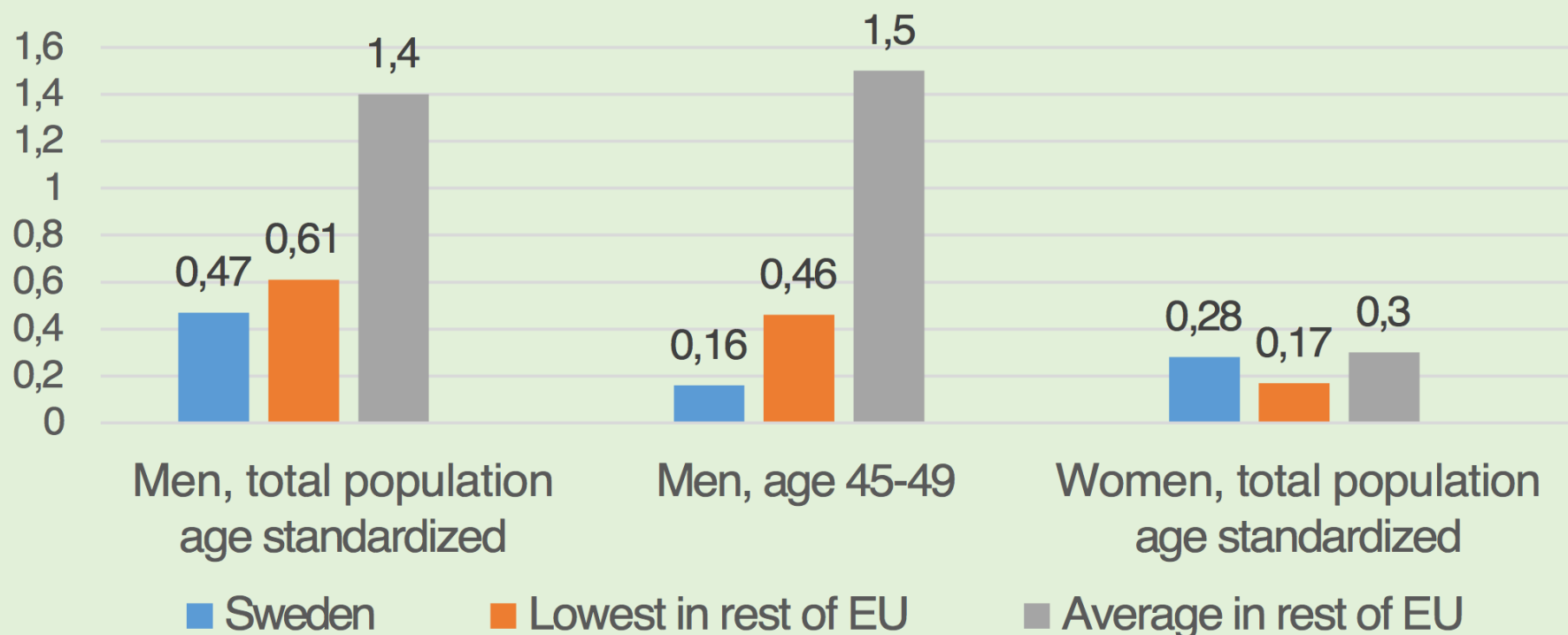
Tracheal, bronchus and lung cancer



Compiled from *Global Burden of Disease Study 2019* by Lars Ramström, Institute for Tobacco Studies, Sweden

Death rates per 100.000 attributable to tobacco in Sweden and the rest of the European Union in 2019

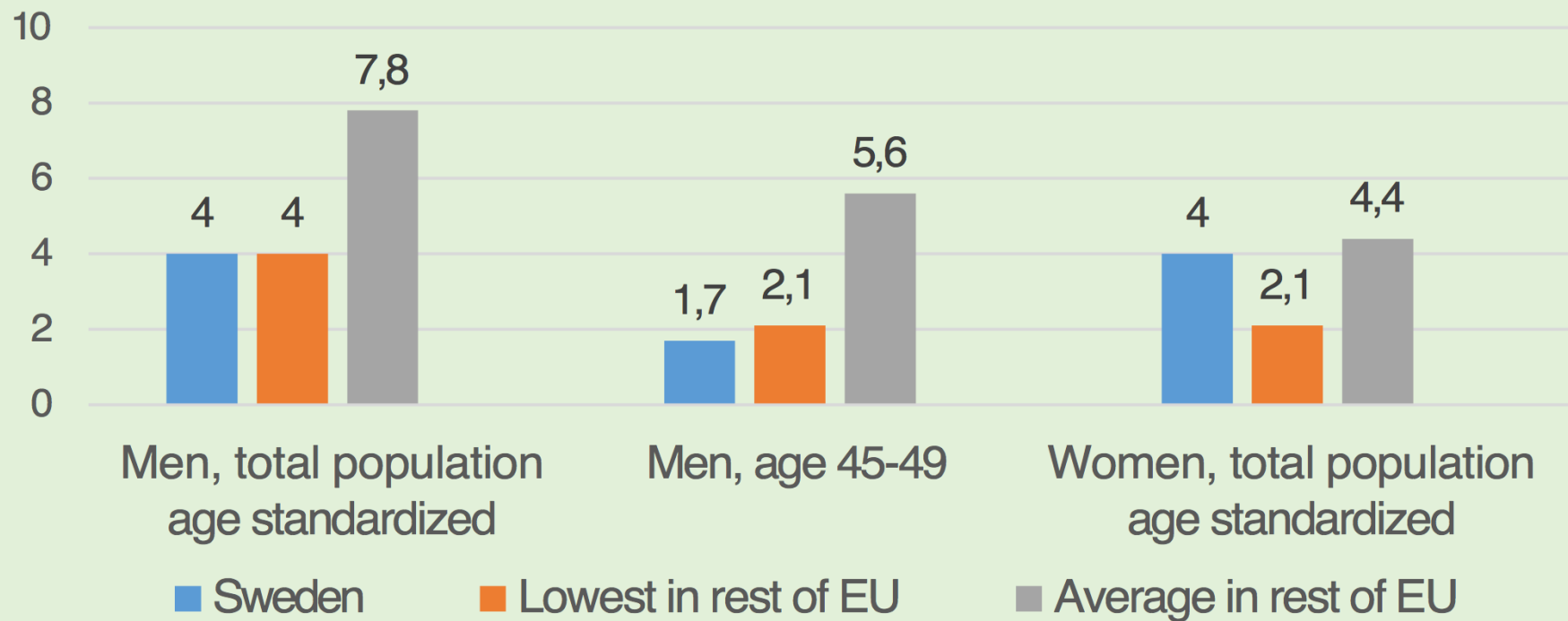
Lip and oral cavity cancer



Compiled from *Global Burden of Disease Study 2019* by Lars Ramström, Institute for Tobacco Studies, Sweden

Death rates per 100.000 attributable to tobacco in Sweden and the rest of the European Union in 2019

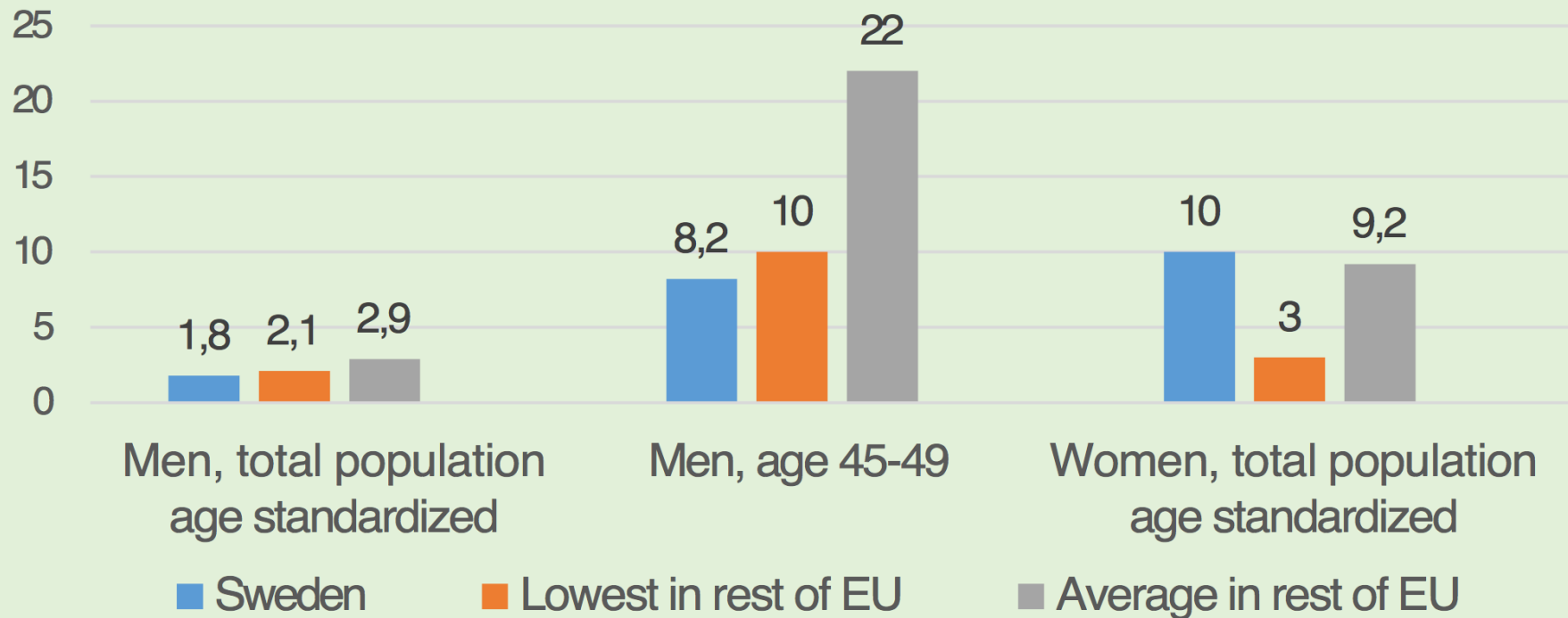
Stroke



Compiled from *Global Burden of Disease Study 2019* by Lars Ramström, Institute for Tobacco Studies, Sweden

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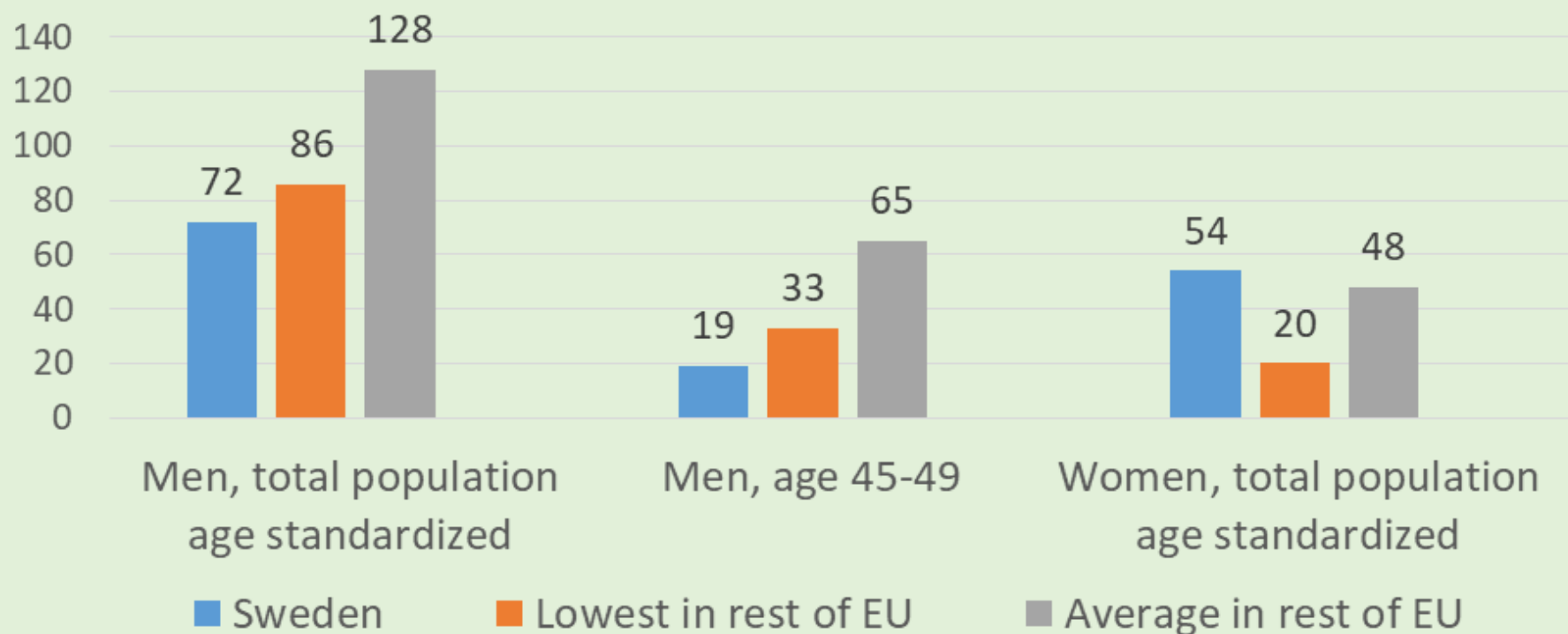
Pancreatic cancer



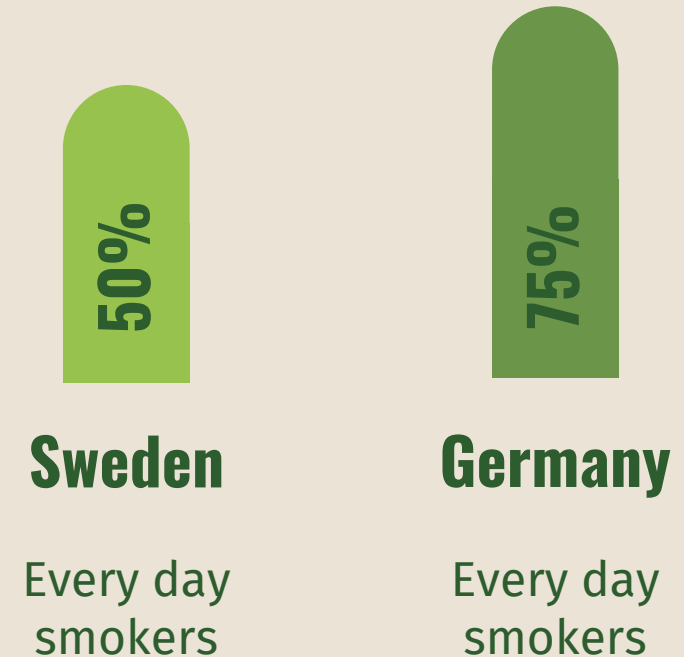
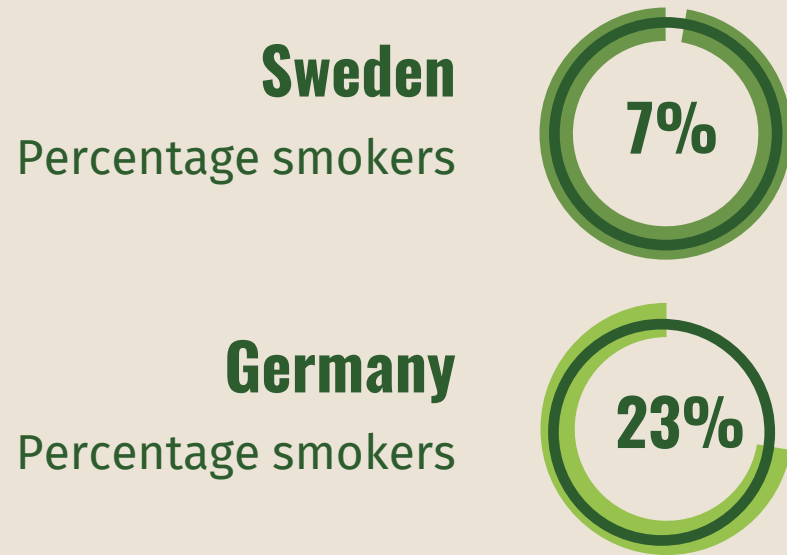
Compiled from *Global Burden of Disease Study 2019* by Lars Ramström, Institute for Tobacco Studies, Sweden

Death rates per 100.000 attributable to tobacco in Sweden and the rest of the European Union in 2019

Total All causes








Smokers in DE and SE








Smokers in DE and SE

QC1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?
(%)

You currently smoke		
	EU27+UK	DE
TOTAL	23	23
 Gender		
Man	26	27
Woman	21	19
 Age		
15-24	20	21
25-39	30	33
40-54	27	27
55+	18	16
 Difficulties paying bills		
Most of the time	41	45
From time to time	32	38
Almost never/ Never	19	20

Socio-demographic breakdown

QC1 Regarding smoking cigarettes, cigars, cigarillos or a pipe, which of the following applies to you?
(%)

You currently smoke		
	EU27+UK	SE
TOTAL	23	7
 Gender		
Man	26	6
Woman	21	8
 Age		
15-24	20	3
25-39	30	6
40-54	27	5
55+	18	9
 Difficulties paying bills		
Most of the time	41	14
From time to time	32	6
Almost never/ Never	19	7

Socio-demographic breakdown



How did we end up here?

The future is white

...and tobacco free

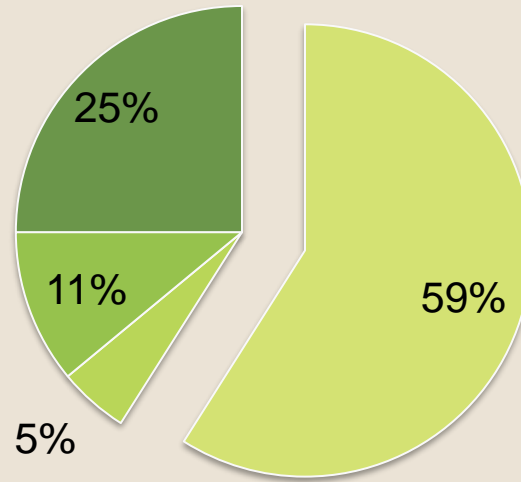


Contains no surprise

Ingredients in		
Zonnic (NRT)	Zyn (consumer product)	Nicorette chewing gum
Pharma grade nicotine	Pharma grade nicotine	Pharma grade nicotine
Microcrystalline cellulose	Hydroxypropyl cellulose	Gum base
Trisdium phosphate	Microcrystalline cellulose	Glycerine
Acesulfame potassium E950	Malitol	
Ascorbyl palmitate	Sodium carbonate	Sodium carbona
Flavorings mint	Sodium bicarbonate	Sodium bicarbonate
Aspartame E951	Acesulfame potassium	Acesulfame potassium
	Flavourings	Flavourings

Smokers and non-smokers (nicotine pouch users)

■ Former smokers ■ Regular smokers ■ Occasional smokers ■ Other



Among users who currently use nicotine pouches regularly 59% state that they are former smokers

However only 34% of this group state that they actively wanted to quit smoking and therefore started using nicotine pouches.



Will we repeat the mistakes from the past?



Questions?

