

**Question for written answer E-000910/2026
to the Commission**
Rule 144
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Subject: Sweden's snus exemption and the Tobacco Products Directive

Upon its accession to the European Union, Sweden was granted a derogation from the EU's rules on tobacco products, in order to ensure that snus could remain part of the Swedish tobacco model. Snus is both a culturally important commodity for Sweden and an important tool in our successful fight against smoking, as snus's harmful effects are significantly lower.

Many years have passed since Sweden's accession, and the market has evolved. Today, white snus – nicotine pouches – has emerged as an alternative product. As a development of traditional snus – and tobacco-free – it should also have a clear role to play in both Sweden's and the EU's fight against smoking, and it should be seen as part of Sweden's snus exemption.

The Commission has announced a revision of the Tobacco Products Directive. Common EU rules would be positive, but they must be based on facts and the relative harmful effects, and they must not interfere with the successful Swedish tobacco model.

With that in mind:

Does the Commission intend to bring forward updated rules for tobacco products that also include nicotine pouches, and, if so, how will it ensure Sweden's tobacco model is not threatened and the spirit of the Swedish snus exemption is preserved?

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