

**Question for written answer E-003844/2026
to the Commission**

Rule 144

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Subject: Nicotine pouches: will the Commission act to save lives?

Member States are considering policies for nicotine pouches while the Commission prepares a revision of the Tobacco Products Directive to address this product¹.

Among smokers who started using nicotine pouches, also known as snus, 76 % of men and 71 % of women stopped smoking completely, according to a 2016 study². The product therefore has the potential to save thousands of lives per year³. Sweden's choice to regulate nicotine pouches rather than ban them has led to Sweden having the lowest smoking rate in the EU⁴.

Where an issue is considered in parallel at national and EU level, EU law requires Member States to postpone national measures to allow time for deliberation⁵. Meanwhile, several Member States have banned nicotine pouches.

In the light of the above:

1. Why has the Commission not used the standstill mechanism regarding national bans on nicotine pouches?
2. Given the potential for less harmful nicotine products to reduce cigarette smoking and save lives, will the Commission consider using this mechanism?
3. In its revision of the Tobacco Products Directive, will the Commission ensure that measures concerning nicotine pouches are proportionate to their health risk relative to cigarette smoking and take into account their potential role in helping smokers switch from cigarettes?

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¹ European Commission, 'Call for evidence for an impact assessment' of the revision of the Tobacco Products Directive.

² Ramström et al, 'Patterns of Smoking and Snus Use in Sweden: Implications for Public Health', <https://pmc.ncbi.nlm.nih.gov/articles/PMC5129320/>.

³ Ramström, Lars, 'If there had been no snus in Sweden: the impact of snus on mortality attributable to smoking', <https://pubmed.ncbi.nlm.nih.gov/39327580/>.

⁴ The Bulletin, 'The Swedish experience: How the snus tradition helped the country achieve smoke-free status', <https://www.thebulletin.be/swedish-experience-how-snus-tradition-helped-country-achieve-smoke-free-status>.

⁵ Article 6(3) of Directive (EU) 2015/1535 of the European Parliament and of the Council of 9 September 2015 laying down a procedure for the provision of information in the field of technical regulations and of rules on Information Society services (codification) (OJ L 241, 17.9.2015, p. 1, ELI: <http://data.europa.eu/eli/dir/2015/1535/oj>).