

(English version)

**Question for written answer E-000910/26
to the Commission
Jessica Polfjärd (PPE)
(4 March 2026)**

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?

Submitted: 4.3.2026

**Answer given by Mr Várhelyi on behalf of the European Commission
(11 May 2026)**

The Commission has recently finalised a comprehensive evaluation of the Tobacco Products Directive 2014/40/EU and the Tobacco Advertising Directive 2003/33/EC ⁽¹⁾.

The Commission intends to propose, in 2026, a revision of the legislative framework on tobacco control and will now carry out an impact assessment and continue the wide-scale consultation process, in view of further policy actions. At this stage, the Commission is not in a position to provide information on future tobacco control measures.

The Commission will continue to pursue an evidence-based approach and in particular, in matters of public health, adhere to the highest standard of protection when it comes to tobacco and nicotine products.

⁽¹⁾ https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13481-Evaluation-of-the-legislative-framework-for-tobacco-control_en.