

20 November 2025

FISC Public Hearing

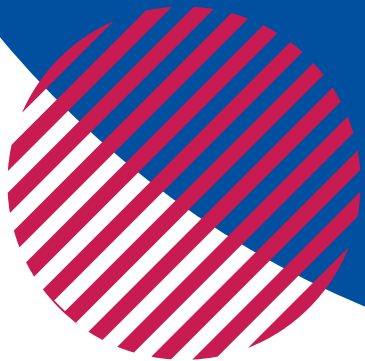
Tobacco Taxation Directive

Gijs van Wijk

**Smoke
Free**
PARTNERSHIP



Raising Tobacco Prices: The Most Effective Way to Reduce Youth Tobacco Consumption

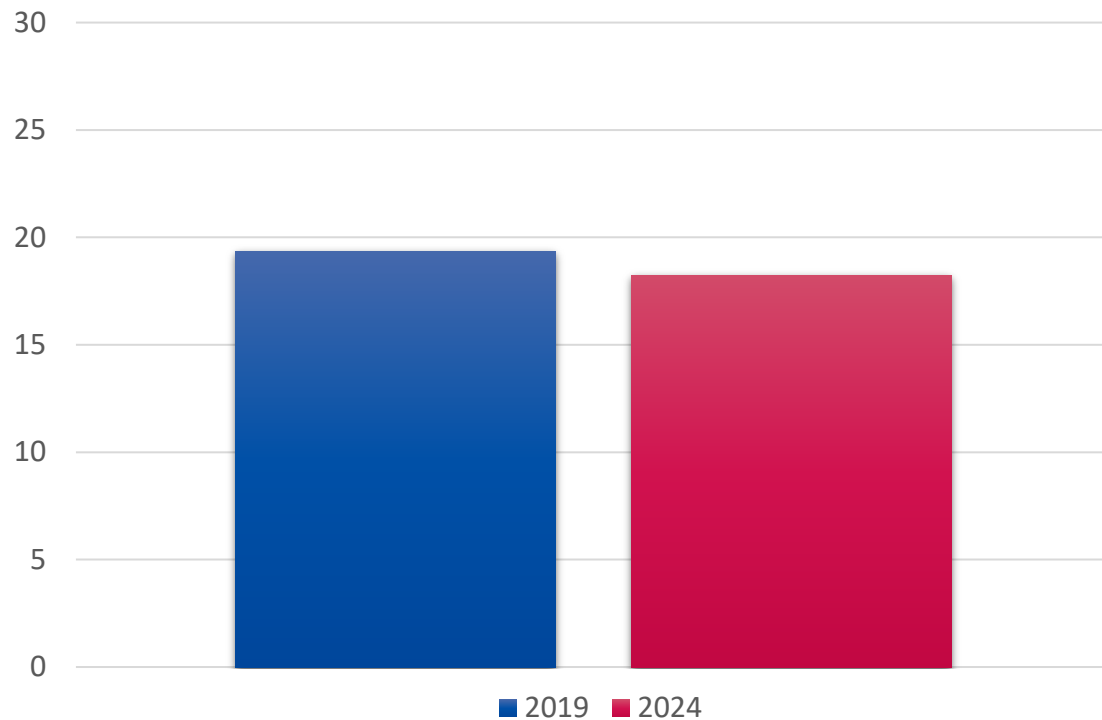


WHO. (2021). *WHO report on the global tobacco epidemic, Addressing new and emerging products.*

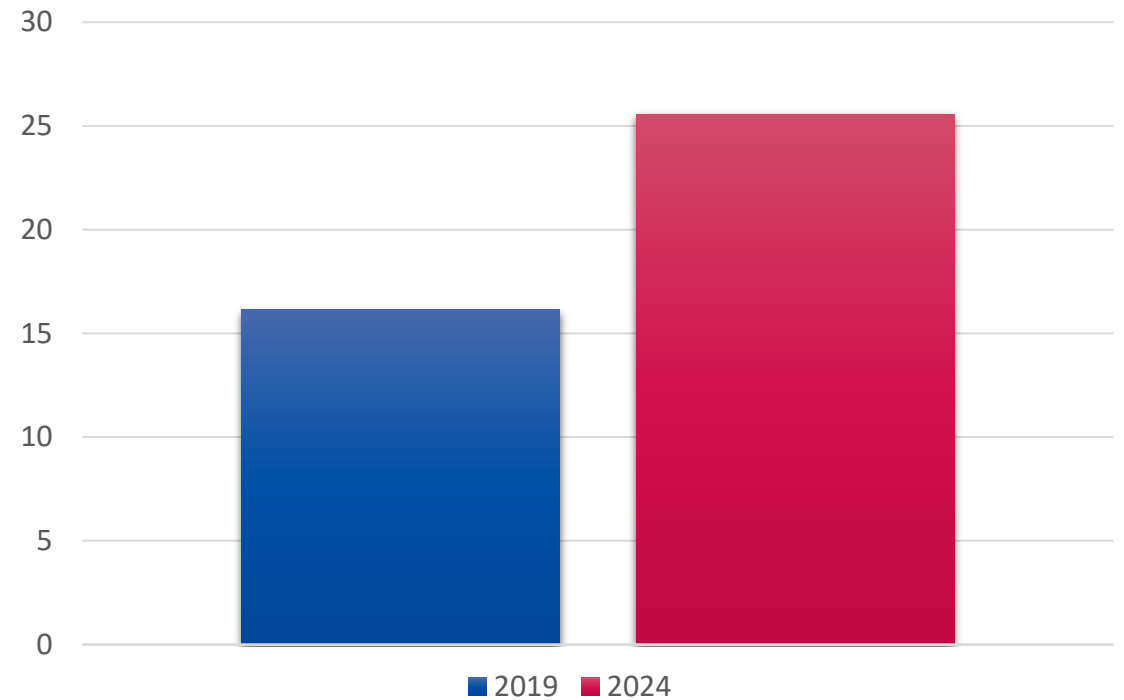
Fuchs, A., Marquez, P. V., Dutta, S., & Gonzalez Icaza, F. (2019). Is tobacco taxation regressive? Evidence on public health, domestic resource mobilization, and equity improvements. World Bank Publications - Reports 31575. The World Bank Group.

The current Tobacco Epidemic

Cigarette use among 16-17 year old in the last 30-days



E-Cigarette use among 16-17 Year old in the last 30 days



New Nicotine and Tobacco Products



Heated Tobacco Products

- Can stress heart & blood vessels
- Emit Harmful Chemicals
- Damage lungs
- Long-term safety unclear
- Youth attraction



Nicotine Pouches

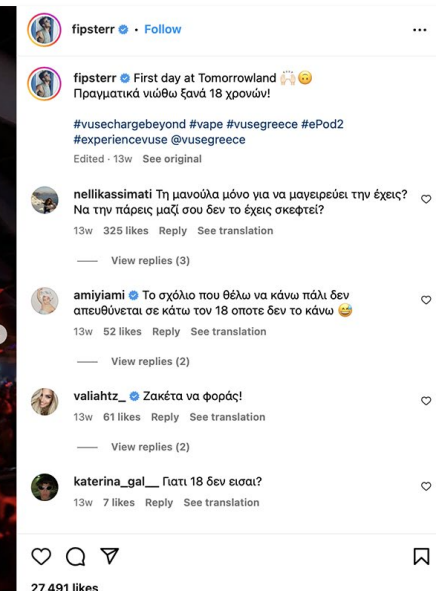
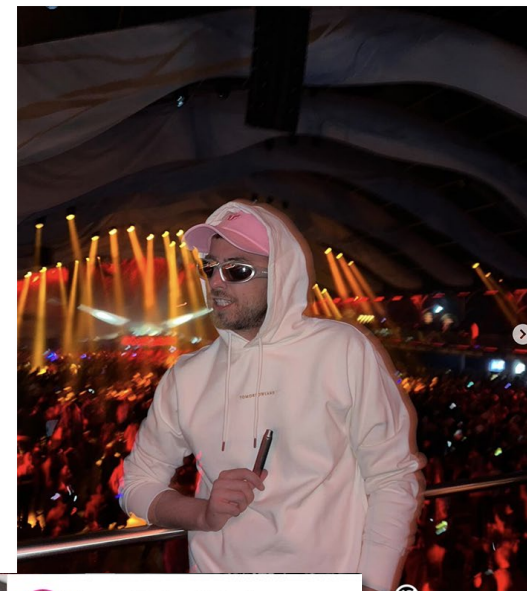
- Can stress Heart & blood vessels
- Nicotine addiction Risk
- Potential oral health issues
- Long-term safety unclear
- Youth attraction



E-Cigarettes

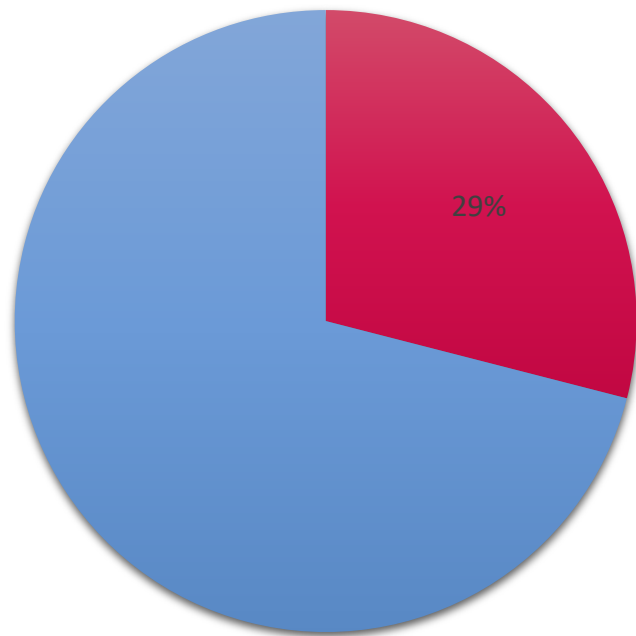
- Can stress heart & blood vessels
- Emit Harmful Chemicals
- Damage Lungs
- Long-term safety unclear
- Youth attraction
- Dual use

How New Nicotine Products Target Young People



The current Tobacco Epidemic

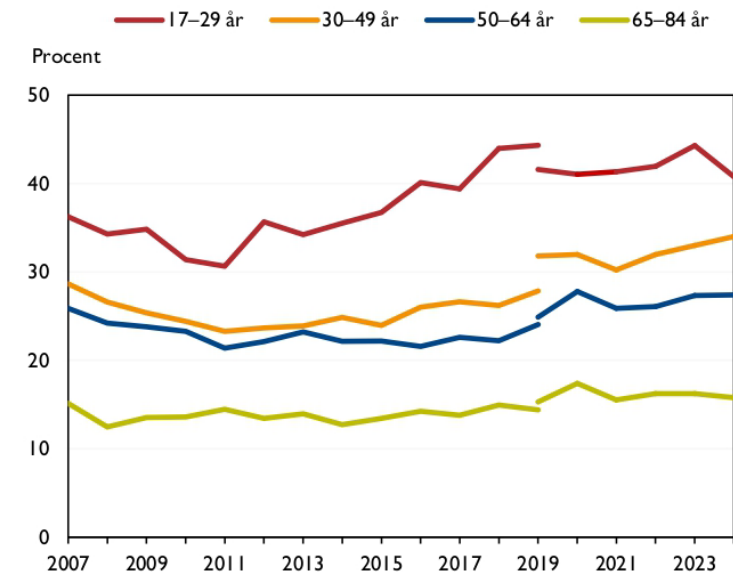
Oral Nicotine Use Among Swedish 17 year-old Students (2024)



■ Students currently using

Selling, L. (ed.). (2024). CAN's National School Survey 2024. Central Association for Information on Alcohol and Narcotics (CAN). Report 230.

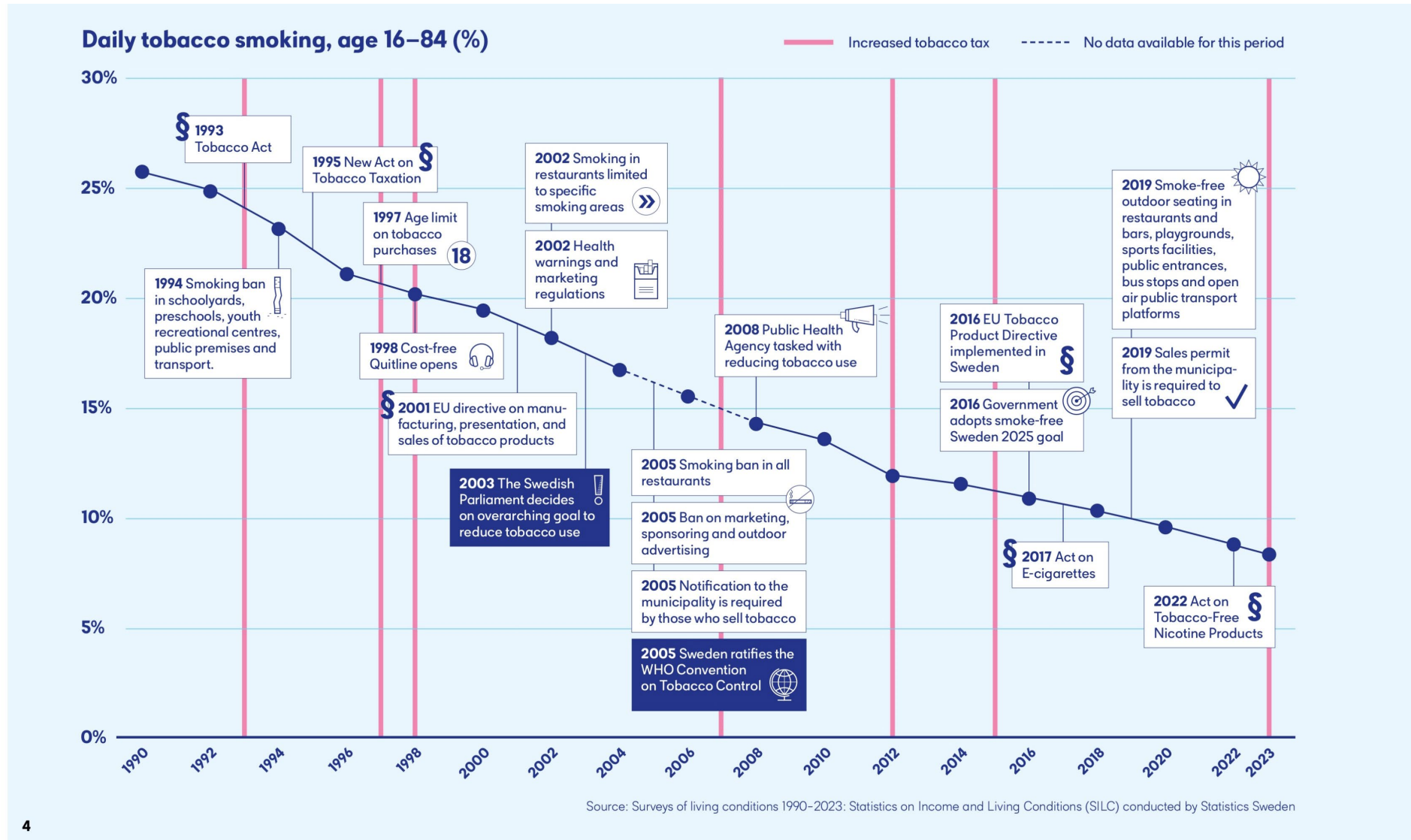
Share of People Using Any Nicotine Product in the Past 30 Days (Ages 17–84), 2007–2024



Figur 15. Andelen som använt någon nikotinprodukt under de senaste 30 dagarna. Befolkningen 17–84 år, efter olika åldersgrupper. 2007–2024.²

Zetterqvist, M. (2025). Självrapporterade rök- och snusvanor 2003–2024. Centralförbundet för alkohol- och narkotikaupplysning (CAN). CAN Rapport 234.

Tobacco Policy measures to reduce smoking in Sweden



We urge the FISC Committee to:

1

Apply strong, taxation to all nicotine and tobacco Products

2

Prevent tax differentials that make products cheaper or more appealing

3

Keep public Health at the heart of the EU's fiscal policy



Tobacco Kills; Tobacco Taxes Save lives

Each year tobacco kills **700.000**
Europeans

Smoke
Free
PARTNERSHIP

Thank you

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SUMMARY OF CURRENT EVIDENCE ON HEALTH EFFECTS OF THE NEW NICOTINE AND TOBACCO PRODUCTS.

	E-cigarettes	White snus	Heated tobacco products
Asthma and Allergic disease	Increased risk, some evidence	Limited or no research available	Increased risk, some evidence
Cancer	Increased risk, some evidence	Limited or no research available	Increased risk, some evidence
Diabetes (type 2)	Increased risk, some evidence	Limited or no research available	Limited or no research available
Cardiovascular disease	Increased risk, some evidence	Limited or no research available	Limited or no research available
Lung diseases	Increased risk, strong evidence	Limited or no research available	Increased risk, some evidence
Pregnancy	Increased risk, some evidence	Limited or no research available	Limited or no research available
Women´s health	Limited or no research available	Limited or no research available	Limited or no research available

IMM report 2/2025 Health effects of new nicotine and tobacco products A review of the scientific evidence <https://ki.se/media/272685/download>

Summary WHO Study Group on Tobacco Product Regulation

Table 1. Overview the health implications of HTPs and E-cigarettes/Vapes

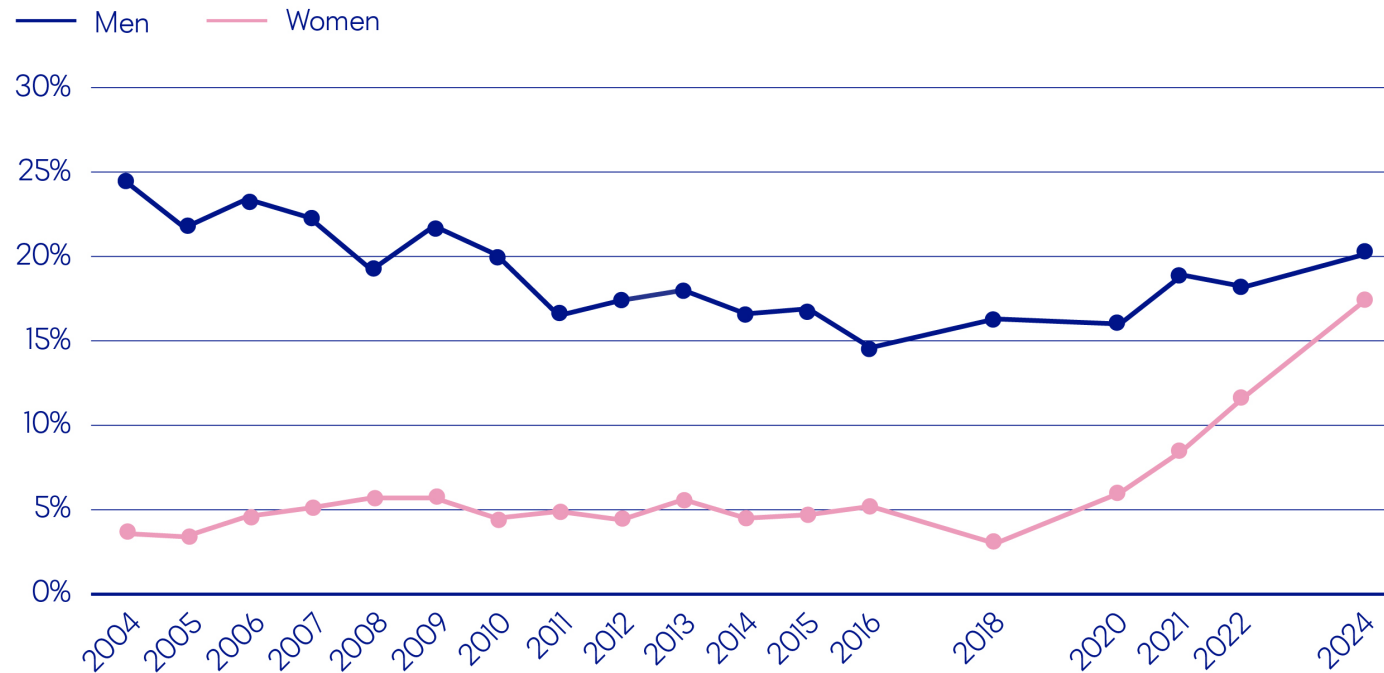
	Heated Tobacco Products (HTPs) (e.g., IQOS, Glo, Plum)	E-cigarettes/Vapes
Description of products	HTPs contain tobacco and release second hand aerosol that is harmful to citizen and the environment.	The majority of e-cigarettes contains liquid with nicotine. Aerosol emissions can lead to increased susceptibility to respiratory diseases.
Dangers to new users	<ul style="list-style-type: none"> - Attractiveness: HTPs are marketed as safer alternatives to traditional cigarettes, attracting youth who often lack a clear understanding of the associated health risks. - Perception of risk: the perception of reduced risk leads to increased initiation rates among non-smokers, as many believe they can use HTPs without significant health consequences. This false sense of security can contribute to lifelong nicotine addiction. 	<ul style="list-style-type: none"> - Youth attraction: e-cigarettes attract new users, especially adolescents, due to appealing flavors and modern designs that resonate with younger demographics. This targeted marketing can create a gateway to nicotine dependence. - Risk perception: many new users underestimate the health risks associated with e-cigarette use, believing them to be harmless or significantly safer than traditional smoking, which contributes to increased initiation rates.

	Heated Tobacco Products (HTPs) (e.g., IQOS, Glo, Plum)	E-cigarettes/Vapes
Environmental impact	<ul style="list-style-type: none"> - Pollution from emissions/second hand exposure: HTP aerosol contributes to indoor air pollution, posing health risks not only to users but also to non-smokers, especially vulnerable populations like children and pregnant women. - Waste management issues: the disposal of HTP devices and their components can lead to environmental contamination, given the non-biodegradable nature of some materials used. 	<ul style="list-style-type: none"> - Waste generation: E-cigarettes create significant plastic and chemical waste, contributing to pollution and ecosystem contamination. - Air quality risks: aerosol emissions degrade air quality and pose ecological threats, affecting wildlife and natural habitats. - Resource consumption: their production contributes to greenhouse gas emissions and increases the carbon footprint throughout their lifecycle.

	Heated Tobacco Products (HTPs) (e.g., IQOS, Glo, Plum)	E-cigarettes/Vapes
Toxicity	- Harmful emissions/substances: HTPs generate fewer toxicants than traditional cigarettes, they still emit harmful substances , including nicotine and potential carcinogens, which pose significant health risks despite claims of being a safer alternative.	<ul style="list-style-type: none"> - Chemical composition: they emit toxic substances, including formaldehyde, acrolein, and other harmful chemicals during aerosolisation, which can lead to lung damage and other health issues. - Oxidative stress: the aerosol can cause oxidative stress and inflammatory responses in lung tissues, leading to potential long-term damage and increased susceptibility to respiratory diseases.
Health related affects	<ul style="list-style-type: none"> - Chronic issues: HTPs users may experience chronic respiratory issues, including a persistent cough, increased phlegm production, and wheezing. - Lung function: HTP users may experience reduced lung function and diminished respiratory capacity, like those who smoke traditional cigarettes. - Cardiovascular effects: HTPs may lead to increased heart rate and elevated blood pressure levels shortly after consumption, raising concerns of cardiovascular health issues. - Long-term risks: long-term HTP use could increase the risk of cardiovascular diseases, such as heart attacks and strokes. - Neurological effects: adolescents are particularly vulnerable to nicotine, which can disrupt brain development and lead to lasting cognitive deficits. Additionally, they are associated with an increased risk of anxiety and depression among young users. 	<ul style="list-style-type: none"> - Symptoms: e-cigarette users may experience respiratory symptoms such as coughing, wheezing, and shortness of breath, which can be indicative of lung irritation and damage. - Lung conditions: There have been reports of serious lung conditions, such as EVALI (e-cigarette or vaping product use-associated lung injury), linked to e-cigarette use, raising significant health concerns. - Heart disease risks: emerging research suggests that the cardiovascular impact of e-cigarettes poses potential risks for heart disease and other related conditions over time. - Physiological changes: E-cigarette use is linked to elevated heart rate and blood pressure, which can strain the cardiovascular system and lead to increased risks of heart disease.
Addiction potential	<ul style="list-style-type: none"> - Nicotine delivery: HTPs are designed to deliver nicotine efficiently, leading to a strong potential for dependence among users. The experience of nicotine cravings can make it difficult for users to quit, perpetuating a cycle of use. - Youth vulnerability: young users are particularly vulnerable to developing addiction due to the high potency of nicotine found in HTPs, which can adversely affect their developing brains. 	<ul style="list-style-type: none"> - Nicotine levels: E-cigarettes can provide high nicotine levels that promote dependence, making it difficult for users to quit once they start. This addiction can lead to continued use and increased health risks. - Adolescent susceptibility: adolescents are particularly susceptible to addiction due to the ongoing development of their brains, which can be adversely affected by nicotine exposure.

The current Tobacco Epidemic

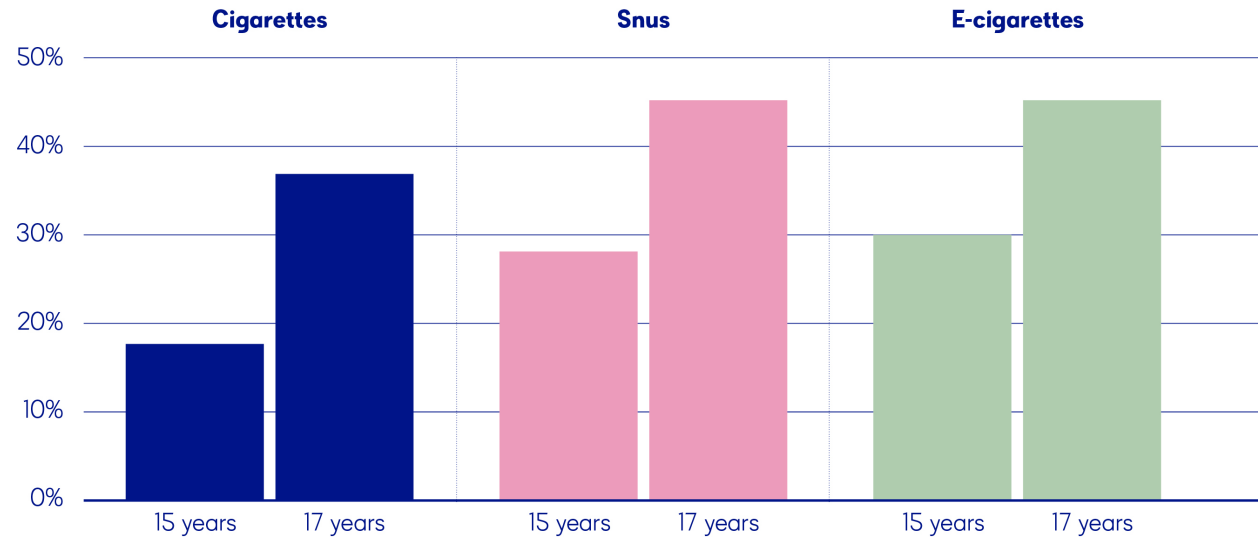
Daily snus use, ages 16-29



Source: Public Health Agency of Sweden, The National Public Health Survey

The current Tobacco Epidemic

Tobacco smoking, snus use, e-cigarette use, young people in Sweden, 2024

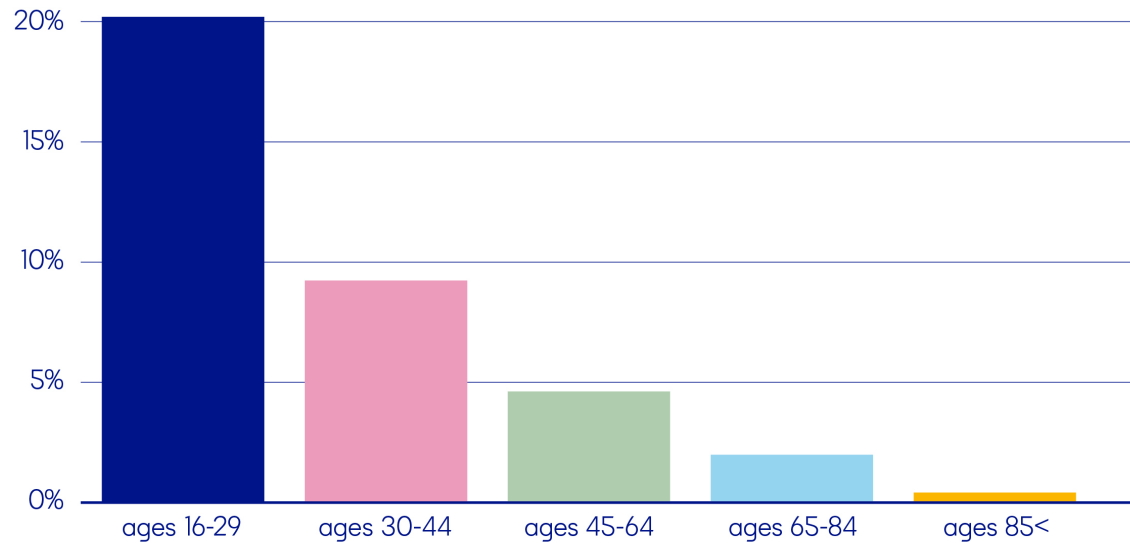


During the school year, 15-year-old students turn 16 (year 10) and 17-year-old students turn 18 (year 12). The survey is conducted February through April.

Source: The Swedish Council for Information on Alcohol and Other Drugs, CAN's National School Survey, use last 12 months

The current Tobacco Epidemic

Nicotine snus use, 2024



Source: Public Health Agency of Sweden, The National Public Health Survey, current use