

EN
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Answer given by Ms Kyriakides
on behalf of the European Commission
(25.10.2023)

The growing popularity of nicotine pouches raises serious public health concerns and represents an increasing challenge for the internal market. Nonetheless, tobacco-free nicotine pouches are currently outside the scope of the Tobacco Products Directive 2014/40/EU (TPD)¹.

The tobacco legislative framework (including the TPD, Tobacco Advertising Directive 2003/33/EC² and other related tobacco control policies across the EU) is subject to an on-going evaluation process. A public consultation opened between February and May 2023 attracted more than 17 725 responses³. Major stakeholders and the Member States had further opportunity to submit their views and experience in the subsequent targeted consultation. The consultation process has also included workshops with the stakeholders on 2, 5 and 6 October 2023. The information collected will be the basis for the Commission Staff Working documents and the next steps will be decided based on the results of this evaluation.

The regulation of emerging products, such as nicotine pouches, is at the core of the on-going evaluation in line with the objective of the ‘Tobacco-free generation’ to better protect citizens’ health and, in particular, young people from the risks derived from tobacco and related products.

¹ https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ%3AJOL_2014_127_R_0001

² <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32003L0033>

³ https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13481-Evaluation-of-the-legislative-framework-for-tobacco-control/public-consultation_en