



Summary

The total consumption of cigarettes and snuff

Cigarettes

- The total cigarette consumption in Sweden in 2023 was estimated at 451 cigarettes per person aged 15 and over. It is a decline of 26 percent compared to 2022.
- 97 percent of the cigarettes were purchased and taxed in Sweden (registered), while the other shares were unregistered in the form of travel imports (2.7 percent) and the purchase of smuggled cigarettes (0.6 percent).
- Cigarette consumption has decreased by 58 percent since 2003. The decline affects both registered (-54 percent) and unregistered cigarettes (-89 percent).

E-cigarettes

- Sales of e-liquids (liquids for electronic cigarettes) amounted to 26,000 liters in 2023, which can be compared to 14,000 liters in 2022. Expressed in ml per person 15 years and older, sales were approximately 3 ml in 2023 against 1.6 ml in 2022, i.e. an increase of 85 percent. Compared to 2021, sales were roughly 6 times higher.

Tobacco snuff

- The total consumption of tobacco snuff in Sweden was estimated at 0.78 kg per person aged 15 and over in 2023, which was almost 10 percent lower than in 2022.
- The consumption of tobacco snuff expressed in kilograms per person aged 15 and over has decreased by 15 percent since 2003 but has increased by 8 percent since 2008.
- The consumption of snuff expressed in number of boxes is estimated at approx. 43 boxes per person 15 years and older for 2023, which was 8 percent lower compared to 2022.



- The number of consumed boxes of snuff per person aged 15 and over has increased by 51 percent since 2003. This corresponds to an increase of almost 15 boxes per resident and year.

Nicotine pouches

- The total consumption of nicotine pouches was estimated at 0.25 kg per person aged 15 and over in 2023, which was 31 percent more than in 2022 and 136 percent more than in 2021.
- Converted to number of boxes, the consumption of nicotine pouches was estimated at 21 boxes per person aged 15 and over in 2023, against 16 and 9 boxes in 2022 and 2021, respectively.

Total snuff (tobacco and nicotine pouches)

- In 2023, approximately 1 kg of snuff was consumed per person aged 15 and over, compared to 1.1 kg in 2022 and 1 kg in 2021.
- Per person aged 15 and over, this corresponds to 64.3 boxes in 2023 and 63.3 and 56 boxes for 2022 and 2021, respectively. The total sales of snuff in number of boxes taking into account the population size was thus approximately 2 percent higher in 2023 compared to 2022 and 15 percent higher compared to 2021.
- Expressed in kilograms, nicotine pouches accounted for 25 percent all snuff and tobacco snuff 75 percent in 2023. The corresponding figures in 2021 were 11 percent and 89 percent.
- Expressed in number of boxes, nicotine pouches accounted for 33 percent of all snuff and tobacco snuff 67 percent in 2023. Corresponding figures in 2021 were 16 percent and 84 percent (the difference in weight and boxes respectively is due to the fact that a box of nicotine pouches weighs less than a box of tobacco snuff).