



Summary

Smoking habits

In 2023, 12 percent of the population aged 17–84 years had smoked cigarettes on at least one occasion within the preceding month. It was equally common to smoke daily as to do so sporadically (6 percent each).

Smoking was roughly equally common among men and women. It was more common in the youngest age group, 17–29 years, especially as regards sporadic smoking. The largest share of daily smokers is found in the age group 50–64 years. Daily smoking has decreased dramatically since 2003, whereas sporadic smoking has been at a relatively unchanged level.

The number of cigarettes that smokers themselves state that they smoke has decreased in the last 20 years. From an average annual consumption of around 4,500 cigarettes per daily smoker in 2003 to 3,500 in 2023.

Snus use habits

In 2023, 21 percent of the population had used snus on at least one occasion within the preceding month (traditional brown snus or all white snus/nicotine pouches). Around 17 percent were daily users and 3 percent were sporadic users.

It was more common that men used snus (29 percent) than women (13 percent). Use was most common among younger people, becoming less common with increasing age.

The proportion of snus users has increased since 2011. The largest increase has been among women, among whom use has tripled – from 4 percent in 2007 to 13 percent in 2023.

The number of snus tins that snus users themselves state that they have used has been at a relatively stable level throughout the period, around 200 tins per daily snus user and year. However, an increase occurred in 2019–2022. In 2023, the level was at 236 tins per year.

New nicotine products

All white snus/Nicotine pouches

In 2023, 10 percent of the population had used nicotine pouches on at least one occasion within the preceding month. Around 7 percent were daily users and 3



percent were sporadic users. Use of nicotine pouches was roughly equally common among men and women. It was most common in the younger part of the population.

Vaping

In 2023, 5 percent of the population had vaped on at least one occasion within the preceding month. Less than 2 percent were daily users and a bit more than 3 percent were sporadic users. In 2023, it was somewhat more common that women vaped (6 percent) than that men did so (4 percent) and vaping was most common in the youngest age group, 17–29 years (16 percent). Vaping has increased dramatically in the last two years, primarily in the youngest age group.

Heated tobacco products

Use of heated tobacco products is still rare in Sweden. In 2023, 0.3 percent of the population had used heated tobacco on at least one occasion within the preceding month.

Total use of tobacco and nicotine products

In 2023, 30 percent of the population had smoked, used snus, vaped and/or used heated tobacco on at least one occasion within the preceding month.

Use was more common among men (36 percent) than among women (24 percent). Further, it was most common in the youngest age group, 17–29 years (44 percent), becoming less common with increasing age.

The share of tobacco and nicotine users increased between 2010 and 2019 but has been at about the same level in the last few years.

Alcohol consumption among different kinds of tobacco/nicotine users

Alcohol consumers who use tobacco or nicotine drink significantly larger volumes than those who do not use tobacco or nicotine – 0.71 litres of pure alcohol per month, as compared with 0.4 litres.

The largest volumes are consumed by those who use at least two tobacco/nicotine products (1.02 litres), followed by those who use only snus (0.65 litres), those who only smoke (0.57 litres) and those who only vape (0.54 litres).