



## Summary

### Smoking habits

In 2024, 11 percent of the population aged 17–84 years had smoked cigarettes on at least one occasion within the preceding month. It was almost equally common to smoke daily (6 percent) as to do so sporadically (5 percent).

Smoking was 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 was 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. Since 2019, sporadic smoking has decreased somewhat among men. Daily smoking has decreased most among women and people in the age group 17–29 years.

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 2024. Since 2019, the decrease has been largest in the age group 17–29 years. The decrease is roughly the same among smoking men and smoking women.

### Snus use habits

In 2024, 21 percent of the population had used snus (either brown snus or nicotine pouches) on at least one occasion within the preceding month. There were significantly more daily users (18 percent) than sporadic users (3 percent). It was significantly more common that men used snus (29 percent) than that women did so (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 increase has been largest among women, among whom use has tripled – from 4 percent in 2007 to 13 percent in 2024. However, the latter level is the same as that measured in the preceding year. Relatively speaking, the increase has been largest in the age group 65–84 years, where the share of daily snus users has doubled in the last 15 years.

The number of snus tins that snus users themselves report having used has been at a relatively stable level throughout the period 2007–2018: around 200 tins per daily snus user and year. However, an increase has occurred from 2019 and onwards. In 2024, annual use was at 239 tins per daily snus user. The increase has been similar among men and women and was largest among people in the age group 65–84 years.



## New nicotine products

### *Nicotine pouches*

In 2024, 11 percent of the population had used nicotine pouches on at least one occasion within the preceding month. Around 8 percent were daily users and 3 percent were sporadic users.

Use of nicotine pouches was somewhat more common among men (12 percent) than among women (10 percent), but the differences are smaller than for brown snus. Use was clearly most common in the younger part of the population.

The proportion using nicotine pouches has increased from 7 percent in 2021 to 11 percent in 2024. It is primarily daily use that has increased. The increase has occurred in both men and women and across all age groups.

### *Vaping*

In 2024, 5 percent of the population had vaped on at least one occasion within the preceding month. Almost 4 percent were sporadic users and a bit more than 1 percent were daily users.

In 2024, it was equally common for men and women to vape, but it was most common in the youngest age group, 17–29 years (14 percent). Vaping has increased since 2021, particularly in the youngest age group. However, in 2024, a slight decrease was seen in this group, although the levels remain higher than they were before 2021.

### *Heated tobacco products*

Use of heated tobacco products is still rare in Sweden. In 2024, 0.2 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 2024, 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 (22 percent). Further, it was most common in the youngest age group, 17–29 years, and became less common with increasing age.

The total share using tobacco and nicotine increased between 2011 and 2020. In recent years, the levels have been more or less stable. The increase has been largest in the age group 17–29 years.



Around 6 percent reported having used two or more nicotine products in the preceding 30 days. The most common combination was having both smoked and used snus, which 3 percent reported.

## Sociodemographic differences

Overall, nicotine use is most common among people with primary or lower secondary education and among people born in Sweden or with two Swedish-born parents. The differences between different types of home municipalities are small, but the share of nicotine users is slightly higher in smaller towns and rural areas.

Use of snus (regardless of type) is more common among people with a Swedish background than among those with a foreign background. Use of nicotine pouches is more common among women with a Swedish background than among women with a foreign background. Smoking is more common among men with a foreign background than among men with a Swedish background, whereas the levels of vaping are roughly equal between the groups.

As regards geographical aspects, nicotine habits are roughly the same across different types of municipalities. One exception is for snus use, which is more common among men in smaller towns and rural areas.

Analyses of the associations between nicotine habits and education levels shows the strongest association for cigarette smoking and vaping, where a lower education level is associated with a higher likelihood of product use. For snus, particularly nicotine pouches, the association with education level is weaker.