

Summary

Smoking habits

In 2025, 10 percent of the population aged 17–84 years had smoked cigarettes on at least one occasion within the preceding month. It was roughly equally common to smoke daily as to do so sporadically (5% each).

Smoking was roughly equally common among men and women. It was more common in the youngest age group, 17–29 years, in particular as regards sporadic smoking. The largest share of daily smokers was found in the age groups 50–64 years and 65–84 years.

Daily smoking has decreased dramatically since 2003, whereas sporadic smoking has been at a more unchanged level. Since 2019, sporadic smoking has decreased somewhat. Daily smoking has decreased most among women and in the age group 17–29 years.

The amount of cigarettes that smokers smoke has decreased in the last 20 years, from an average annual consumption of around 4,500 cigarettes per daily smoker in 2003 to around 3,500 in 2025. Since 2019, the decrease has been largest in the age group 17–29 years.

Snus use habits

In 2025, 22 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 (19%) than sporadic users (3%). A significantly greater share of men (29%) than women (14%) used snus. Use was most common among younger people, becoming less common with increasing age.

The share of snus users has increased since 2011. The largest increase has been among women, among whom use has increased from 4 percent in 2007 to 14 percent in 2025. As regards age differences, 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.

In 2025, it was equally common in the population at large to have used nicotine pouches as brown snus. However, nicotine pouches was clearly more common among women and young adults, whereas brown snus was more common among men and older adults.

The number of snus tins that daily snus users consume per year was around 200 tins during the period 2007–2018. An increase has occurred since 2019 and in 2025, the level was at 243 tins per year. The increase has been largest among people in the age groups 50–64 years and 65–84 years. Users of brown snus consume more tins than users of nicotine pouches.

Vaping

In 2025, 5 percent of the population had vaped on at least one occasion within the preceding month. The majority were sporadic users (3.4%), whereas it was less common with daily use (1.9%).

Vaping was somewhat more common among women (5.9%) than among men (4.8%) and clearly most common in the youngest age group, 17–29 years (16%). Vaping has increased since 2021, primarily in the youngest age group.

The share of vapers using a product with nicotine has increased from around 70 percent in 2017–2020 to 87 percent in 2025.

The total share using nicotine

In 2025, 30 percent of the population had smoked, used snus or vaped on at least one occasion within the preceding month. 24 percent had done so daily.

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

The total share of tobacco and nicotine users increased between 2011 and 2020. In the last few years, it has been at a relatively stable level. The increase has been largest in the age group 17–29 years.

In 2025, around 7 percent stated that they had used two or more nicotine products in the preceding 30 days. The most common combined use was having smoked cigarettes and used snus, reported by 3 percent.