

Approaches to Nicotine Pouch Regulation Around the Globe

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Background

Nicotine pouches are sold in countries throughout the world; some contain tobacco-derived nicotine, while others contain synthetic nicotine.

Methods

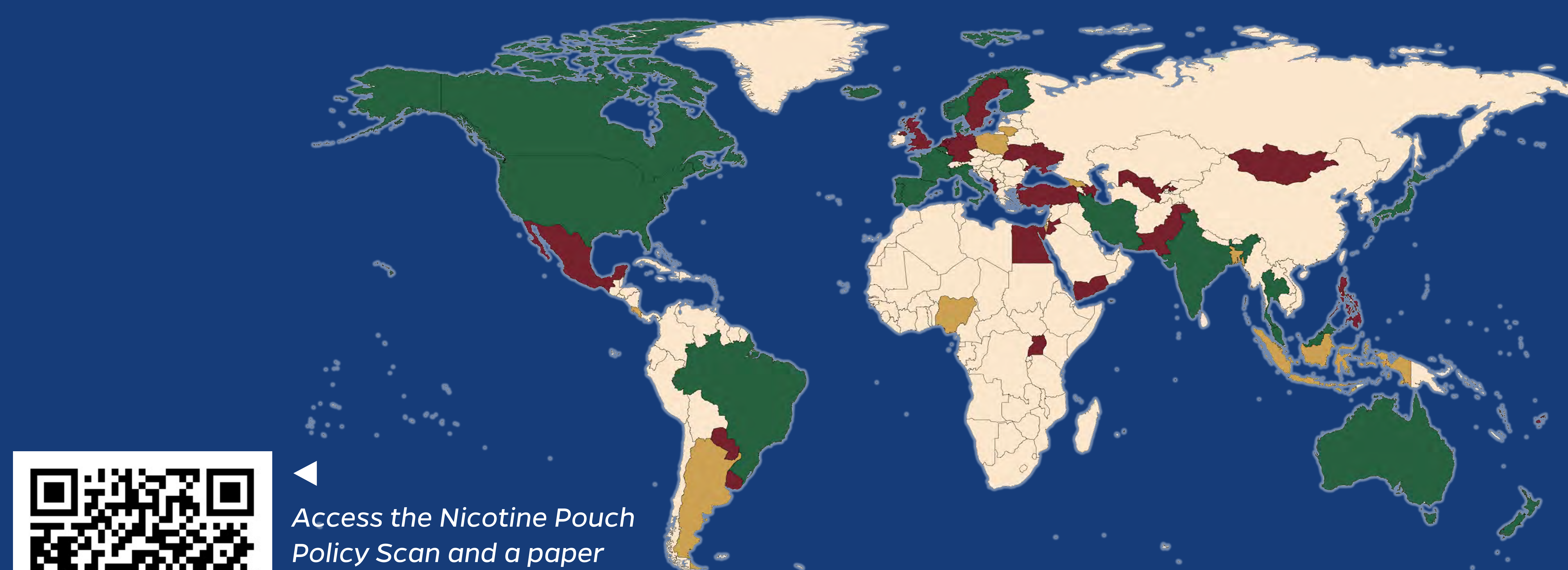
- Regulatory approaches obtained through active policy surveillance work for the Institute for Global Tobacco Control's Policy Scan
- Beginning in summer 2021 we requested information from in-country tobacco control experts on: (1) market availability of nicotine pouches and (2) applicable policies
- To date, we received and analyzed responses from contacts representing 67 countries.

Results

- Of the 34 countries we identified as regulating nicotine pouches, 16 regulate pouches as a tobacco product. Of these, 11 regulate only tobacco-derived nicotine pouches as a tobacco product.
- Policies regulating nicotine pouches commonly restrict marketing (15 countries), require health warning labels (12), impose minimum age of purchase requirements (11), or restrict sales (10).

**1/3 of countries
in our sample (23 of 67)
regulate **synthetic nicotine** pouches.**

 Regulates all nicotine pouches
 Regulates tobacco-derived pouches only
 No regulations
 No data available

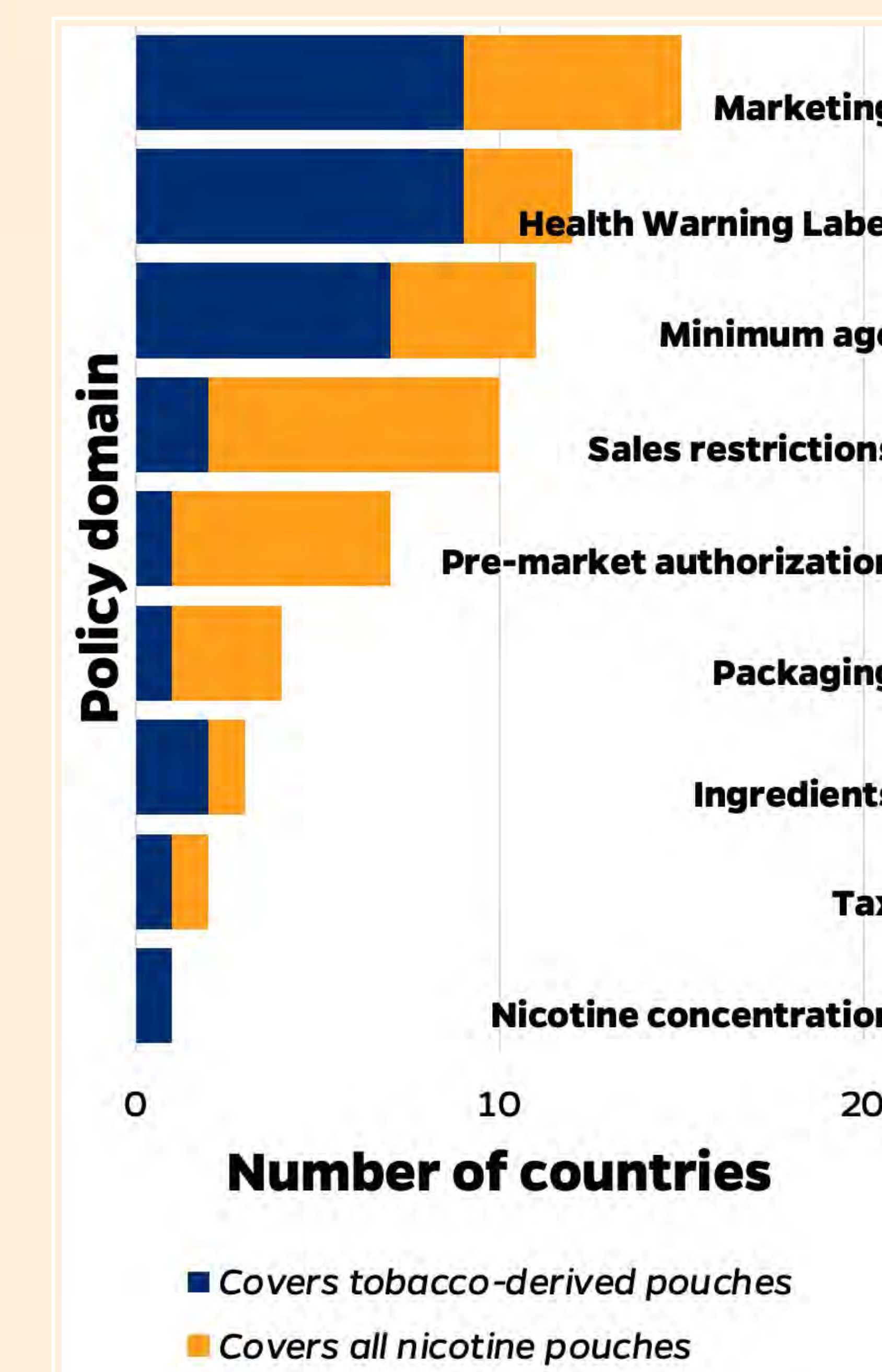


globaltobaccocontrol.org

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Additional Information

- Nicotine pouches are sold in at least 33 countries, including 20 countries regulating nicotine pouches and 13 not regulating nicotine pouches.
- Of the 14 countries we identified where nicotine pouches were not sold but were regulated, six countries ban nicotine pouches, three countries require a prescription, and one requires a pre-market authorization.
- In countries where only tobacco-derived nicotine pouches are regulated (or nicotine pouches are not regulated at all), no guardrails exist on the sale of pouches with synthetic nicotine.



Authors

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