

Haypp Group comments on E-commerce's key election issues

In the run-up to the Swedish parliamentary elections, Haypp Group has been asked by Sweden's leading e-commerce trade magazine, Ehandel.se, to comment on the fate of e-commerce in the coming parliamentary term.

"Sweden has over a million users of snus and nicotine pouches, and we are always on their side. It is partly a question of people being able to choose to use an enjoyable product and partly a question of public health. We have produced an election manifesto with 16 proposals for a Sweden and a world with lower tobacco-related mortality, a long-term tax policy, and a sustainable market", says Markus Lindblad, Head of External Affairs at Haypp Group.

Regarding what the future government should focus on to contribute to a better e-commerce sector in Sweden, Haypp Group stresses that there must be competitive neutrality between physical and online trade.

"For us, it goes without saying that a government that cares about e-commerce must do everything in its power to ensure that there is competitive neutrality between physical trade and online trade. Today, this is not the case. We would be delighted if the future government removed that kind of regulation. But we would be content with no regulations being added that distort competition. That's a low bar", says Lindblad.

Read the full interview (in Swedish) [here](#).

For more information and contact

For general inquiries, please contact info@hayppgroup.com.

Haypp in brief

The Haypp Group is spearheading the global transformation from smoking to risk-reduced product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, as well as being a leader in the e-commerce sector, is now bringing our vision to a global scale. With ten e-commerce store brands, the Haypp Group is present in seven countries where we served more than 680,000 active consumers during 2021.

Image Attachments

[Markus Lindblad, Haypp Group, Ehandel](#)

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Attachments

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