

## Sweden adjusts tobacco taxes in light of harm reduction

**The Swedish government, in collaboration with the Sweden Democrats, has announced an impending tax reduction of 20 per cent on Swedish snus. This shows the government's clear support for harm reduction.**

The tobacco tax on snus is set to decrease by 20 per cent, as [reported by Swedish media](#). At the same time, taxes on cigarettes and other tobacco products are said to increase by nine per cent.

These changes are reportedly due to the health risks associated with smoking being significantly more pronounced than with snus.

"The Swedish government demonstrates its support for harm reduction. With this proposal, Sweden sends a message to Europe about the Scandinavian experience and the low percentage of daily smokers," says Markus Lindblad, Head of Legal & External Affairs at Haypp Group, continuing:

"We expect Swedish representatives to take clear positions in international negotiations, during the WHO's next session on tobacco control (COP10), the revised Tobacco Excise Directive, TED, and the upcoming Tobacco Products Directive, TPDIII, within the EU."

### Contacts

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#### General inquiries

For general inquiries contact [info@hayppgroup.com](mailto:info@hayppgroup.com).

#### Haypp in brief

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*The Haypp Group spearheads the global transformation from smoking to healthier product alternatives. With origins in Scandinavia, our extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, we now fully take our vision to a global scale. With ten e-commerce brands, the Haypp Group is present in seven countries, where we served more than 790,000 active consumers in 2022. Haypp Group's e-commerce site collection includes, among others: <https://www.snusnetto.se/> and <https://www.snushjem.no/>.*

### Image Attachments

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[Sweden Adjusts Tobacco Taxes In Light Of Harm Reduction Markus Lindblad](#)

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HAYPP GROUP

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## Attachments

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