

Sweden

Tobacco Control Policies

Sweden became a Party to the WHO Framework Convention on Tobacco Control on October 5, 2005.

Smoke Free Places: Smoking is allowed in designated smoking areas in most workplaces and public places. Smoking is also permitted in designated smoking areas on some public transport. Smoking is prohibited in the following outdoor areas: schoolyards and other equivalent outdoor areas of preschools and daycare centers; playgrounds; outdoor spaces intended to be used by persons traveling by public transport; outdoors areas intended primarily for athletic activities; and entrance points to facilities where smoking is prohibited. Sub-national jurisdictions may enact smoke free laws that are more stringent than the national law.

Tobacco Advertising, Promotion and Sponsorship: There is a nearly comprehensive ban on tobacco advertising and promotion. However, advertising and promotion is allowed at points of sale provided it is not visible from outside the point of sale. Tobacco product displays are also allowed at points of sale. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: Packaging of smoked tobacco products must carry combined text/picture health warnings occupying 65 percent of the front and back display areas. Warnings are required to rotate. Packaging of smokeless tobacco products must carry one text warning occupying 30 percent of the front and back display areas. Misleading packaging and labeling, which could include terms such as “light” and “low tar” and other signs, is prohibited.

Tobacco Taxation and Prices: The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Sweden are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	No	Private offices	Uncertain
Primary and secondary schools	No	Public transport	No
Universities	No	Restaurants	No
Governmental facilities	No	Bars and Pubs	No
Can subnational jurisdictions enact more stringent smoking restrictions?	Yes		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	Yes
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	No	Paid placement in media	Yes
Retail product display	No	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	14
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	65%	Warnings are written in the principal language(s)	Yes
Front	65%	Ban on misleading packaging and labeling	Yes
Back	65%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	68.00 SEK	Total taxes	68%

TOBACCO TAXATION AND PRICE

In US dollars

7.83 USD

Total excise

48%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: www.tobaccocontrolaws.org

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: www.who.int/tobacco/global_report/en/

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