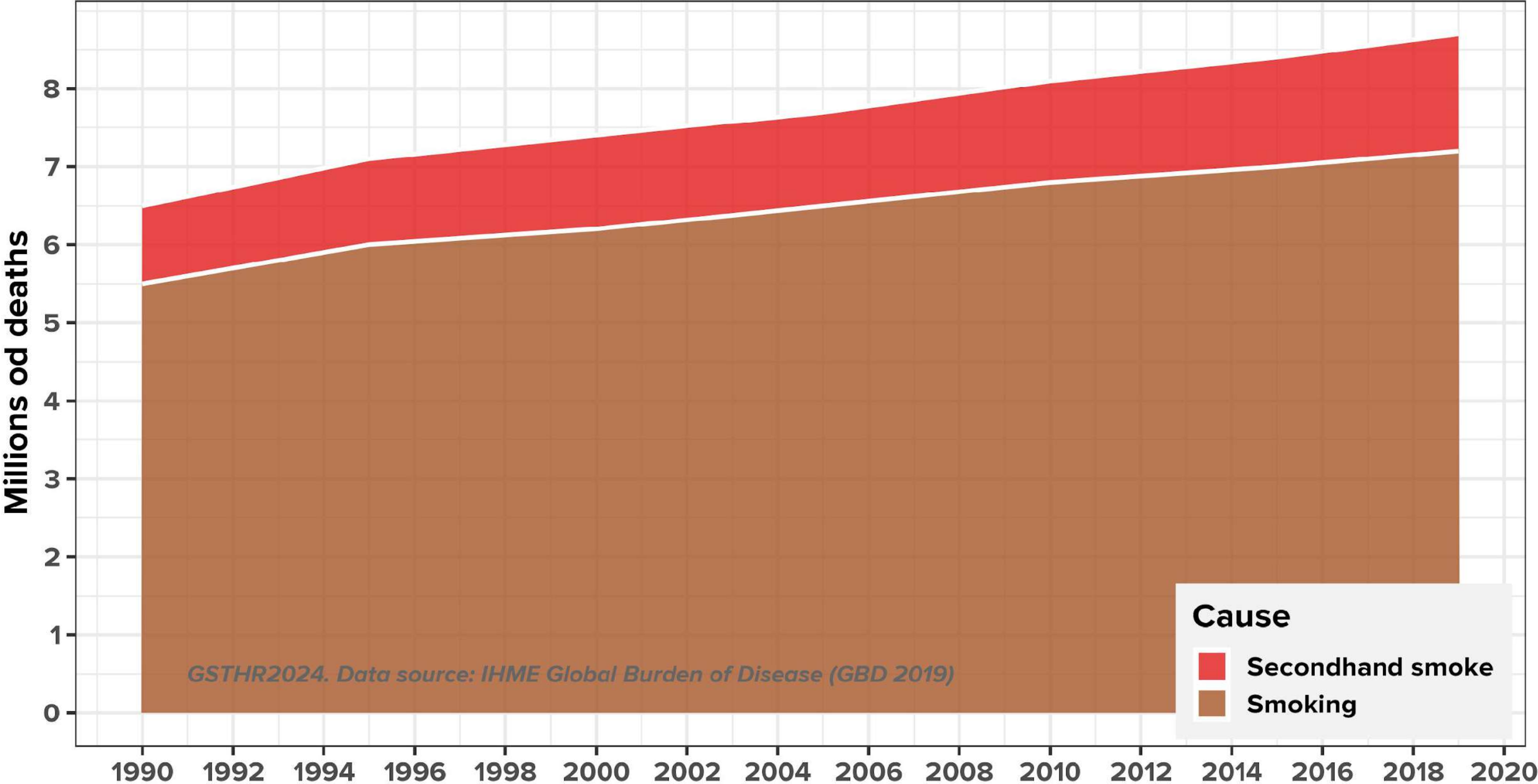


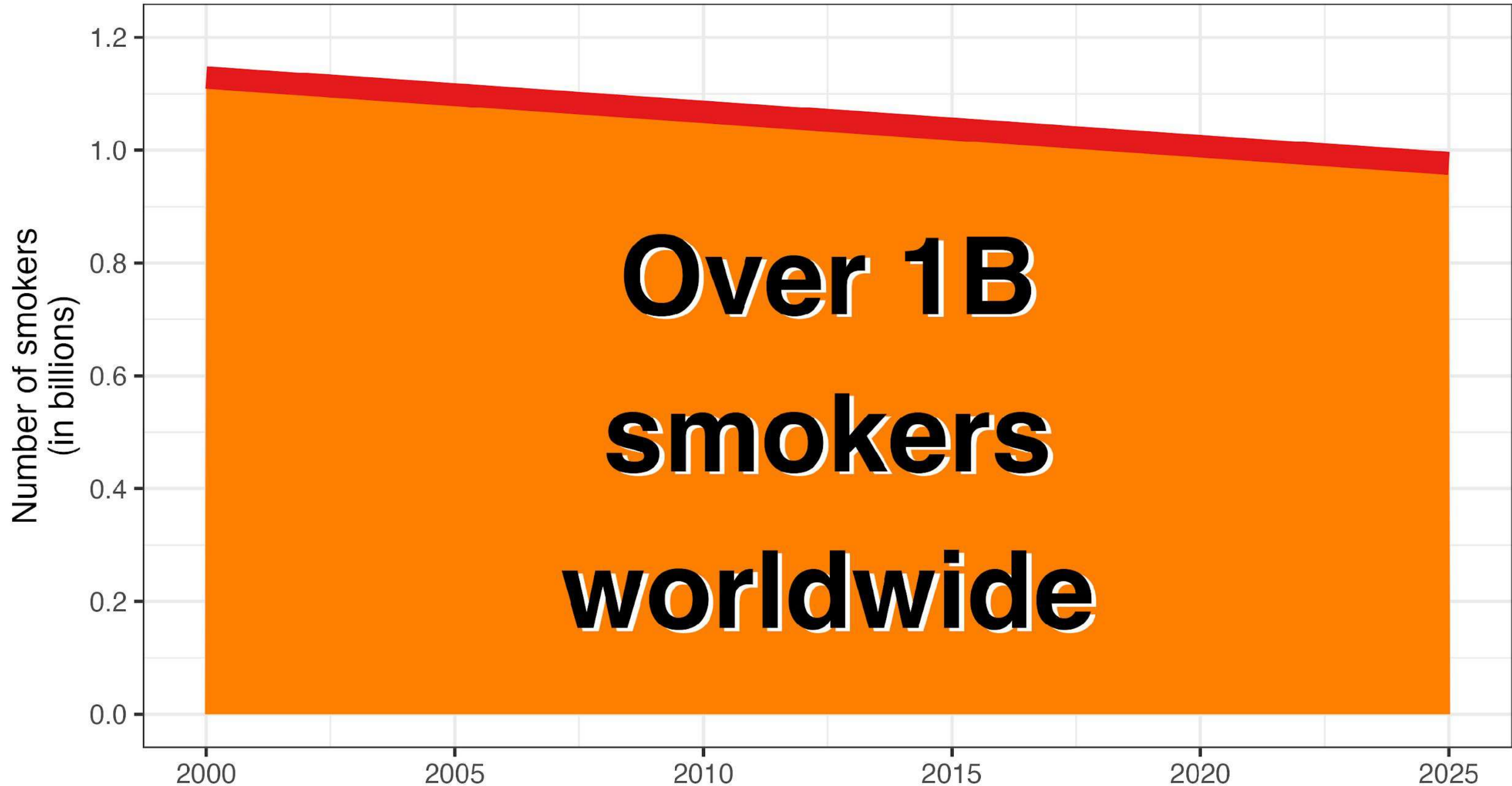
Safer Nicotine Products: Global Trends, Public Health Impact, and Science-Led Regulation

by Chim Ngoma (Consultant)

The toll from smoking-related deaths

Smoking-related deaths over time





Data source: WHO 2019 & WHO 2024. Graphic prepared by GSTHR 2024

The big question: are **SNP** replacing
combustible **cigarettes**?

Existing research and data suggest that SNPs reduce smoking prevalence and overall cigarette consumption through three key mechanisms:

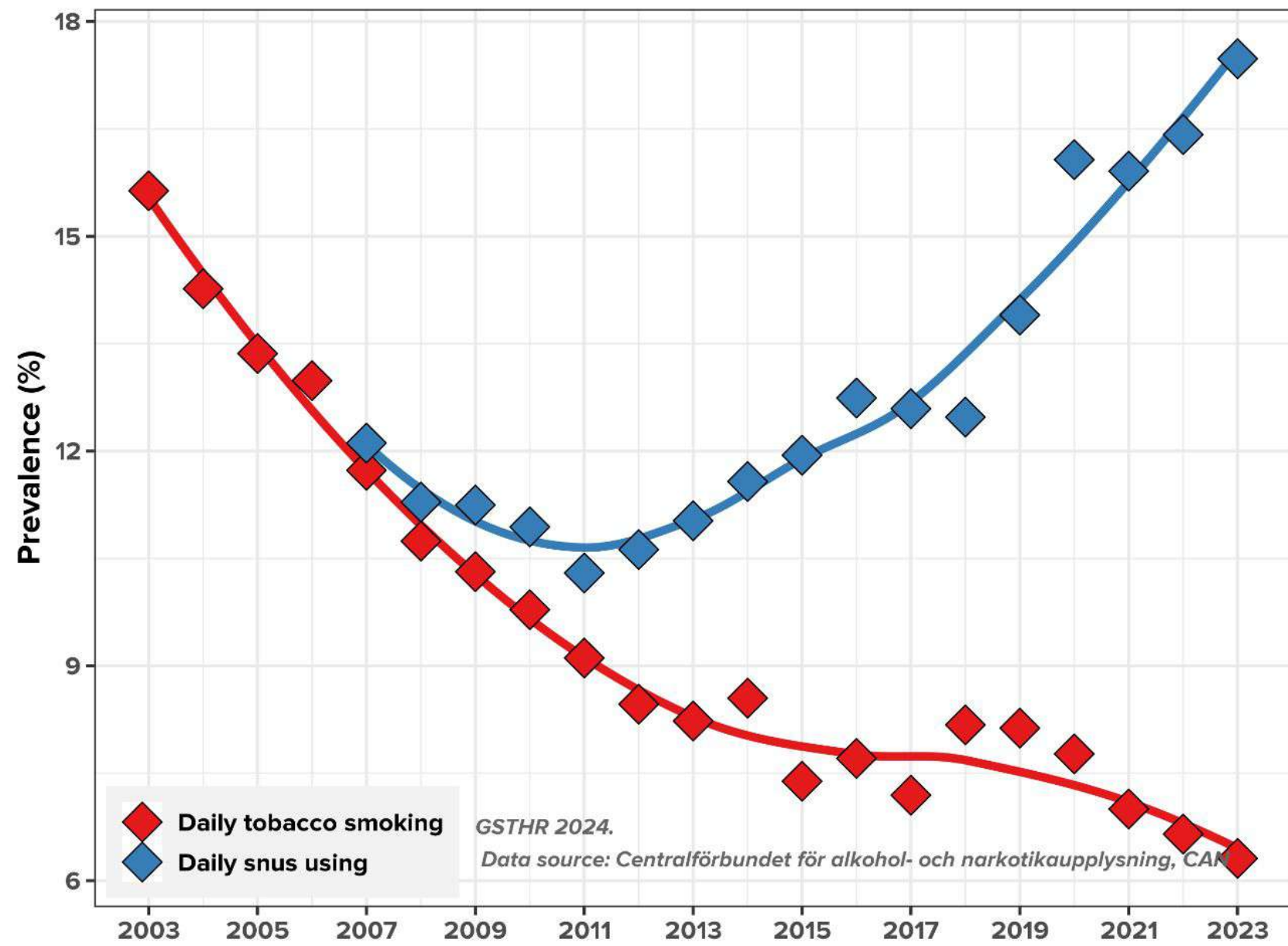
▶ As a **smoking and nicotine cessation aid**

▶ As a **long-term alternative** to cigarettes

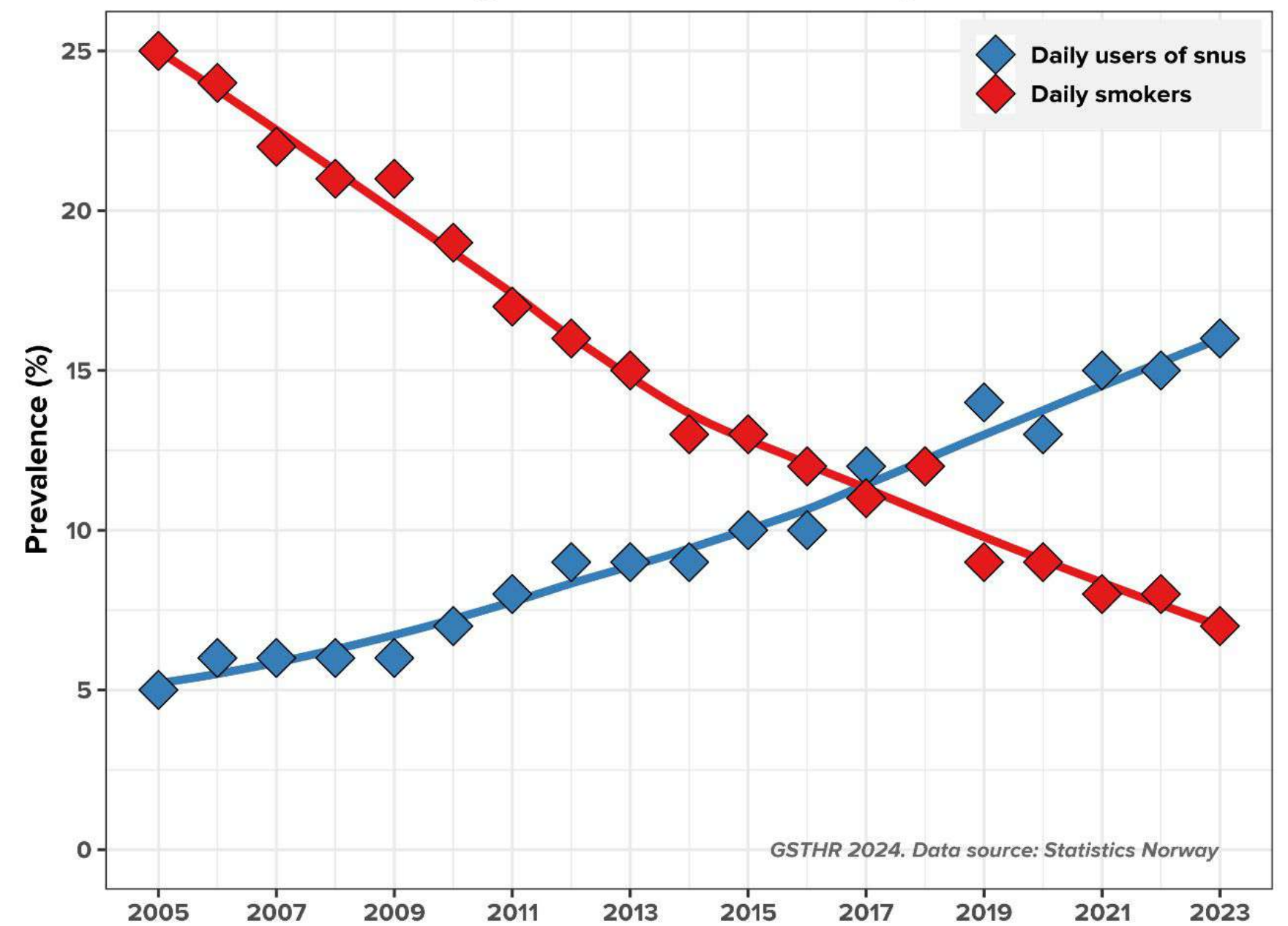
▶ As an **alternative product for new nicotine users**

Replacement of cigarettes by SNP: evidence from prevalence data

Prevalence of smoking and snus use in Sweden, 2003-2023

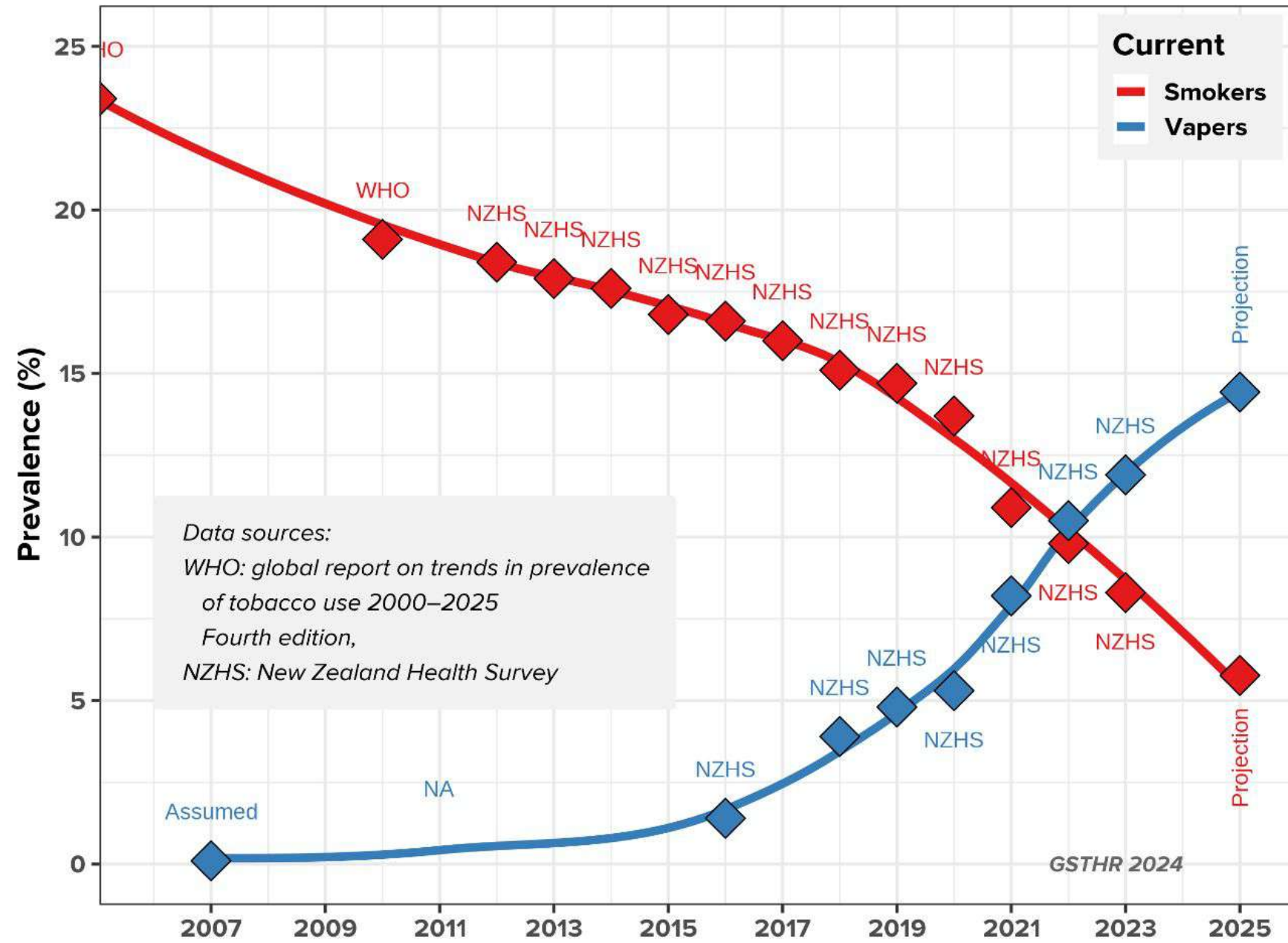


Prevalence of smoking and snus use in Norway, 2005-2023

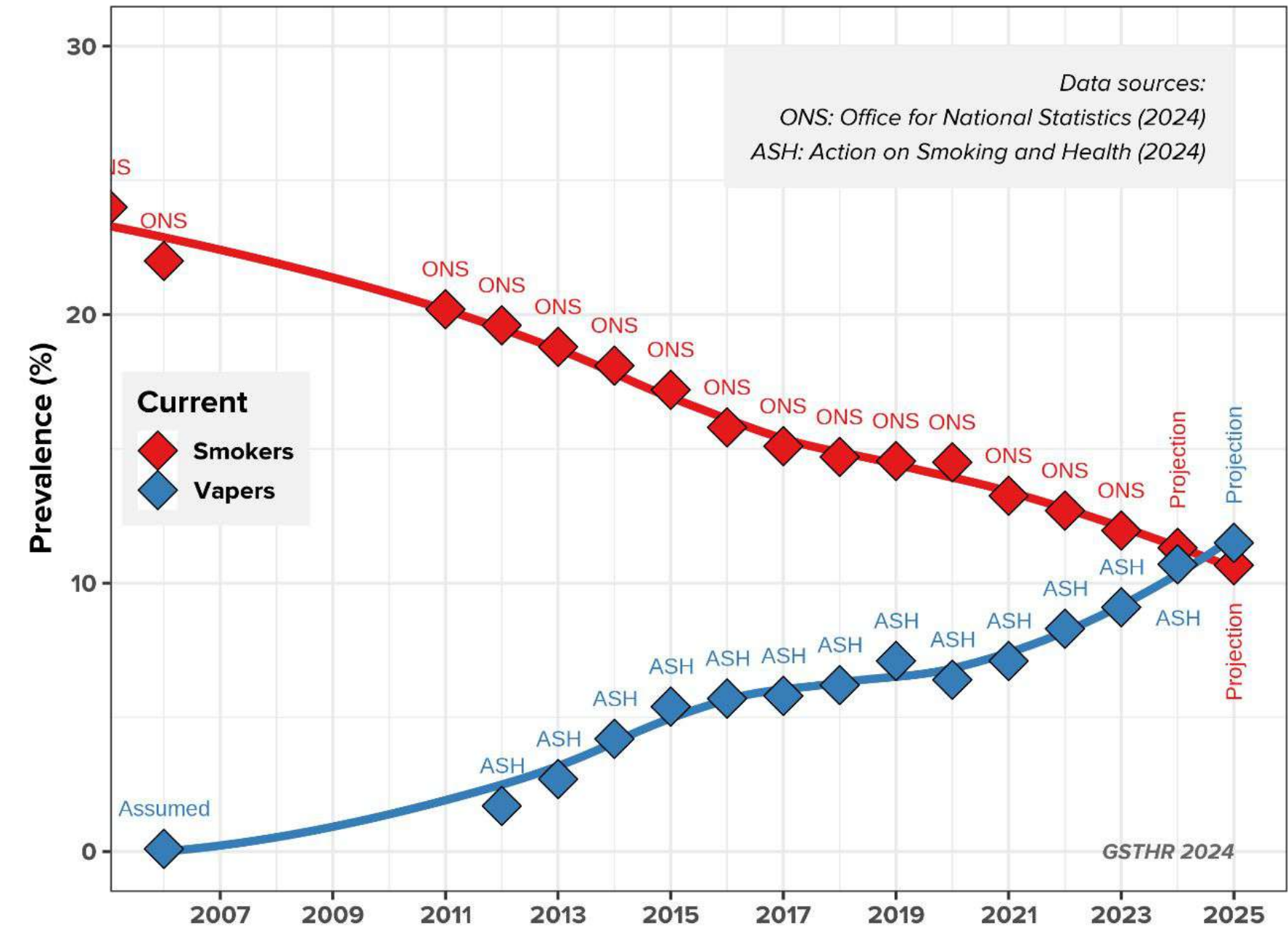


Replacement of cigarettes by SNP: evidence from prevalence data

Prevalence of smoking and vaping in New Zealand, 2007-2025

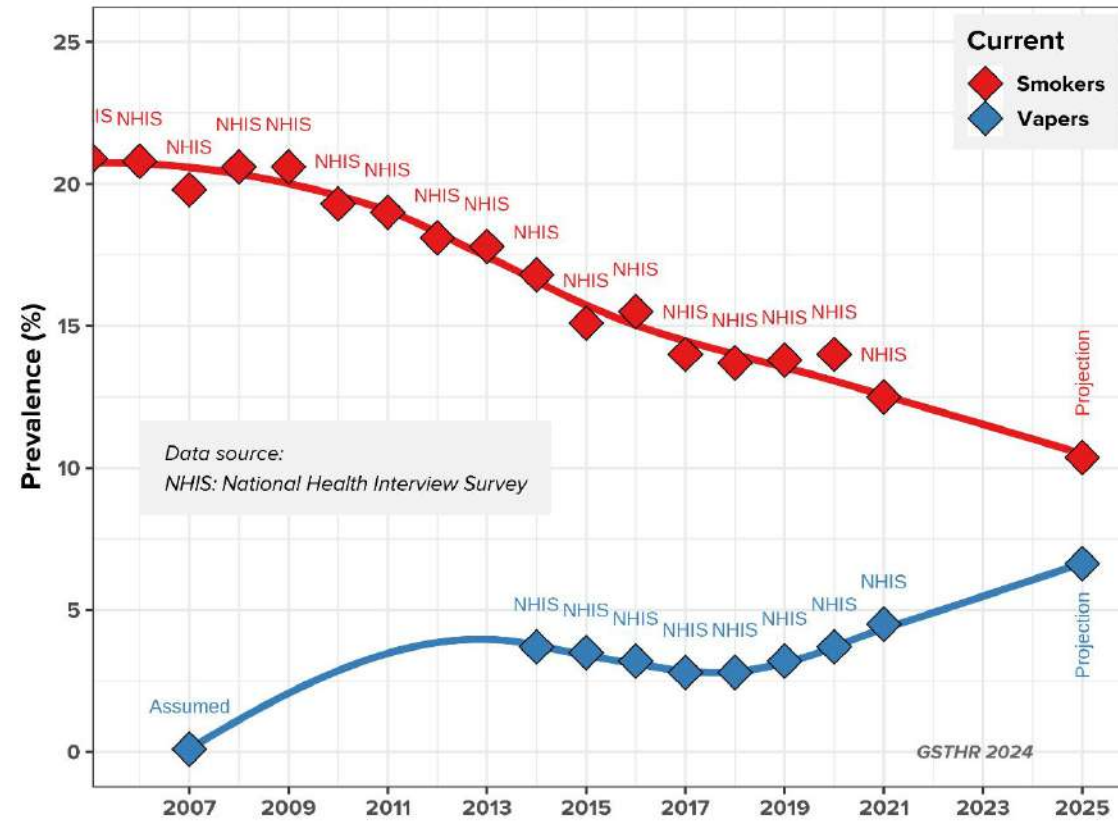


Prevalence of smoking and vaping in UK, 2006-2025

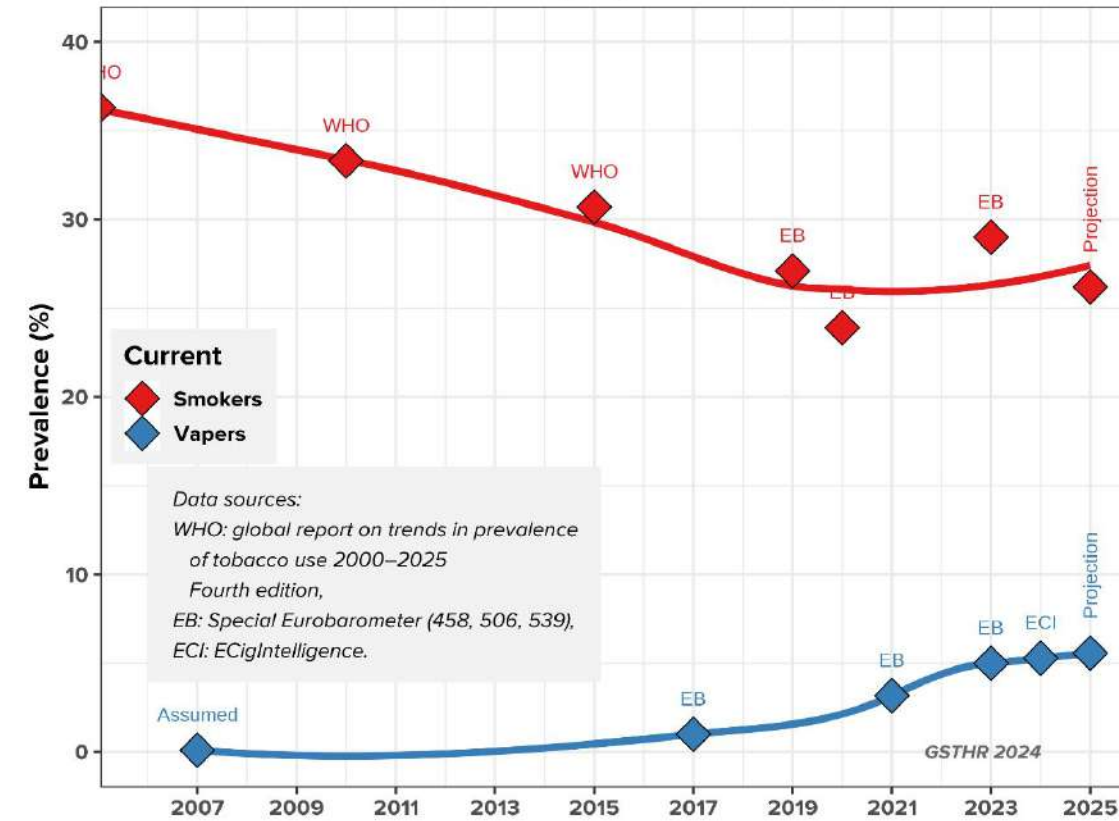


Replacement of cigarettes by SNP: evidence from prevalence data

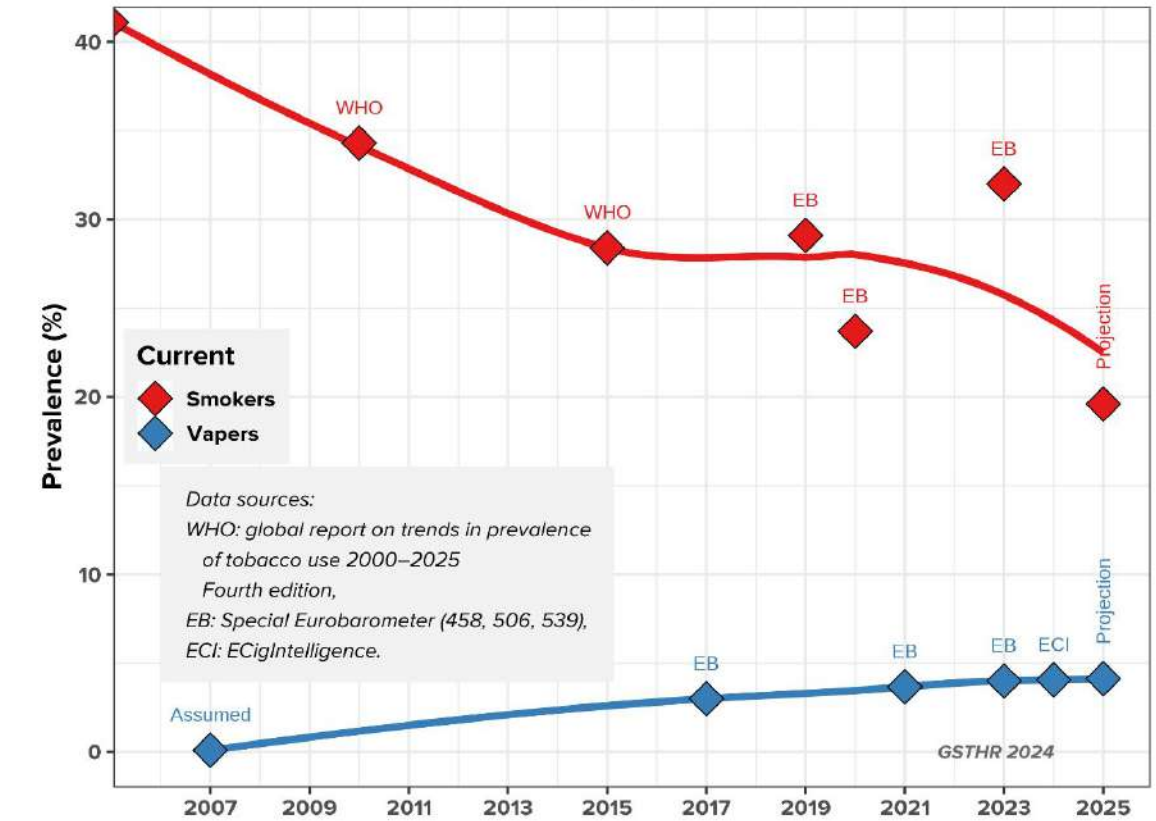
Prevalence of smoking and vaping in USA, 2007-2025



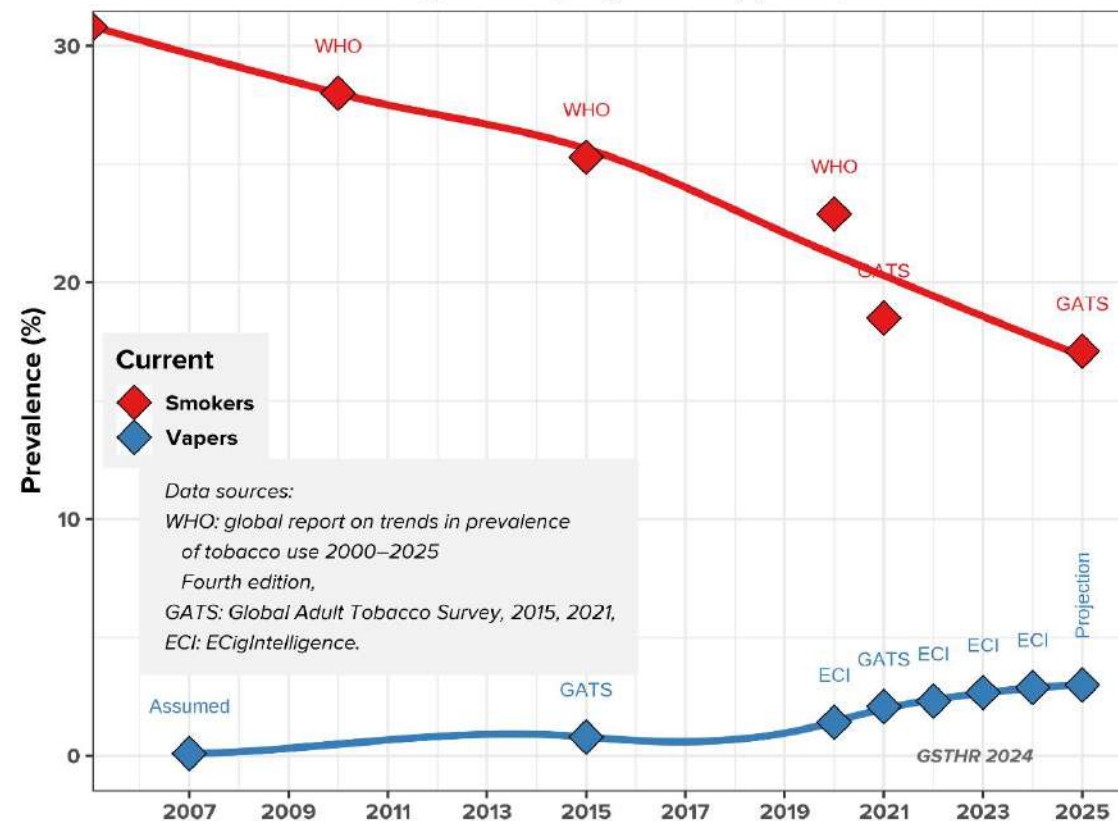
Prevalence of smoking and vaping in Lithuania, 2007-2025



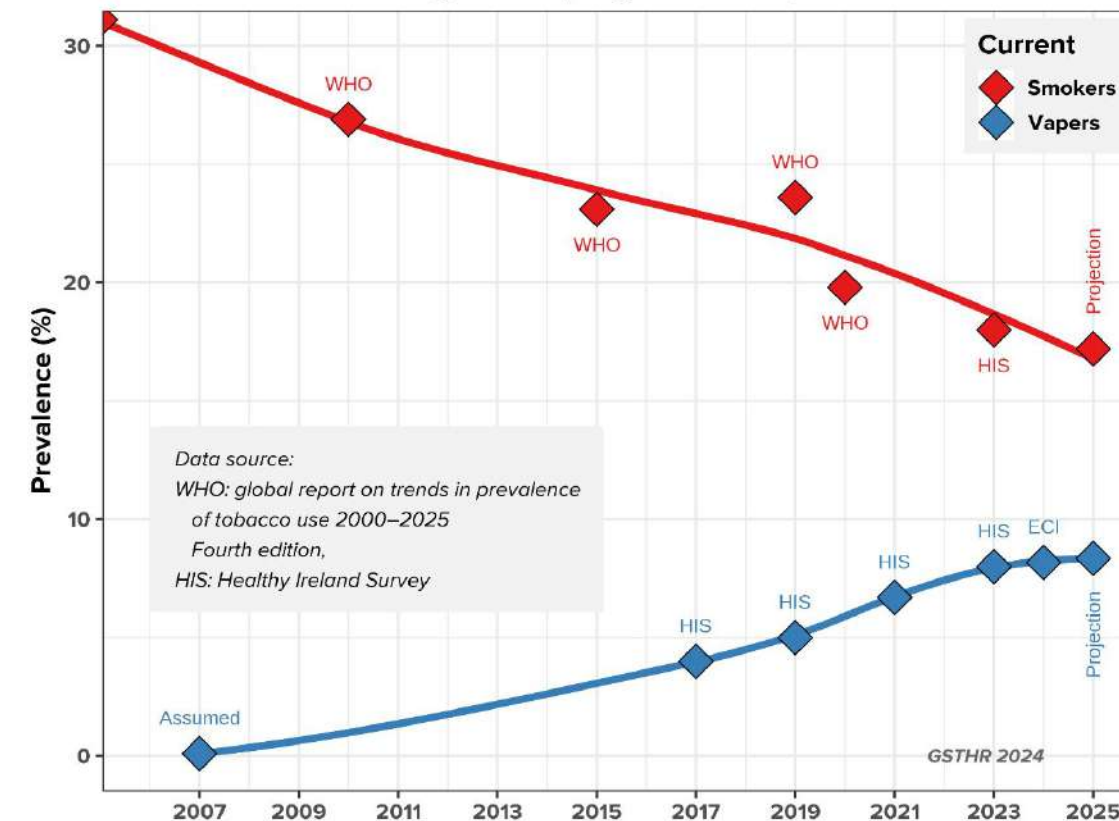
Prevalence of smoking and vaping in Austria, 2007-2025



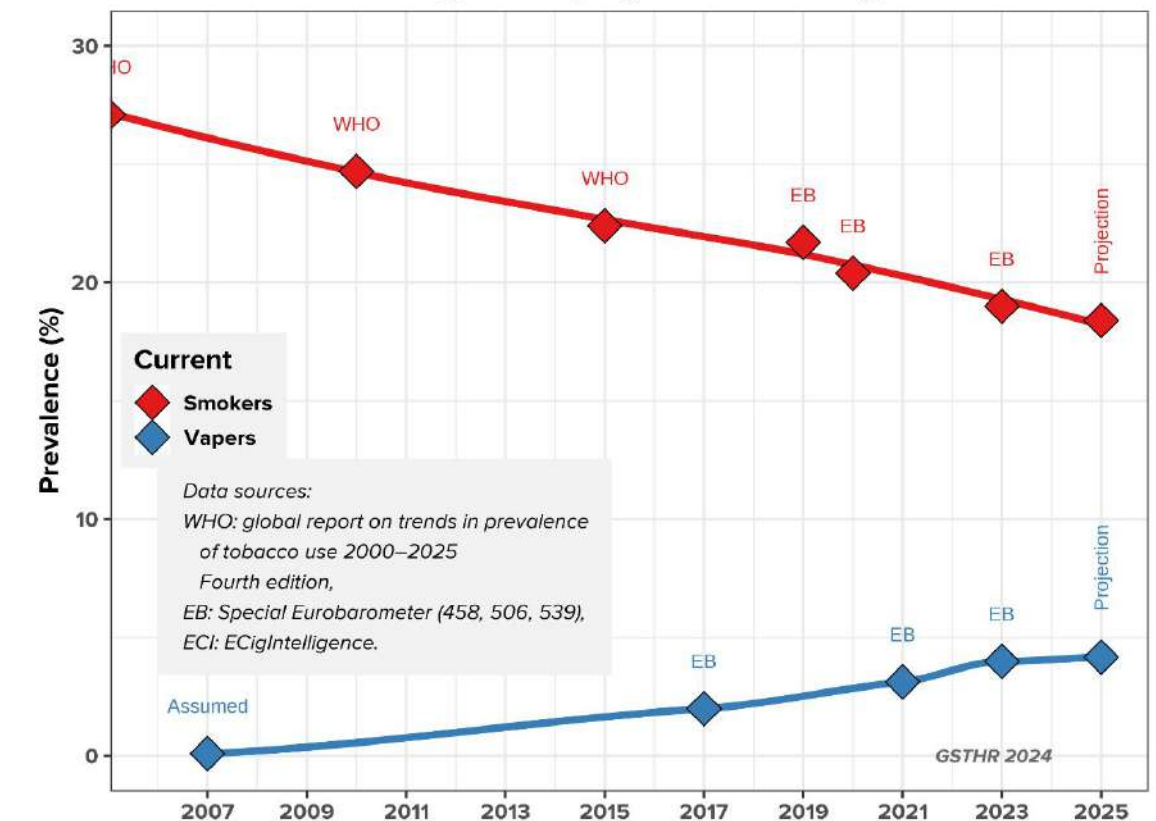
Prevalence of smoking and vaping in Philippines, 2007-2025



Prevalence of smoking and vaping in Ireland, 2007-2025



Prevalence of smoking and vaping in Luxembourg, 2007-2025



The prevalence data provides evidence of substitution effects in multiple countries across a number of regions.

Evidence suggests that SNP have a positive impact on reducing smoking-related mortality

- Daily smoking prevalence declined from 27% in 1981 to 5.3% in 2022, while daily snus use rose to 20.2% from 14%
- The rate of lung cancer cases amongst Swedish men in 2022 was less than half the European average.
- A 2019 study found that substituting smoking with snus in Sweden reduced smoking-related deaths by 50% compared to other EU countries
- Sweden has the lowest lung cancer incidence and mortality rate among men in the EU and Nordic countries

- The WHO explicitly calls for countries to either ban or heavily regulate SNP
- FCTC: “ENDS should be regarded as tobacco products”
- Not all countries follow the WHO party line

Legal availability of SNPs (nicotine vaping devices, heated tobacco, snus and nicotine pouches)

Number of legally available safer nicotine products	Number of countries	Population covered (millions)	Percent of global population covered
At least one SNP is legally available	129	4,066	71.14%
One SNP is legally available	45	502	8.79%
Two SNPs are legally available	31	1,961	34.31%
Three SNPs are legally available	26	381	6.66%
Four SNPs are legally available	27	1,222	21.38%
No SNPs are legally available	72	1,650	28.86%

Nicotine vapes are legally available to **54%** of the global adult population, **HTP** to **36%**, **snus** to **58%** and **nicotine pouches** to **35%**, but the deadliest nicotine delivery system of all – the **combustible cigarette** – is legal everywhere on earth

As of 2024, where SNPs are legally available, they generally enjoy more favourable taxation compared to cigarettes – although
not proportionate to their relative harms

- The UK stands out as a country that already provides subsidies and preferential tax treatments for smoking cessation products: applies a reduced VAT rate of 5% to NRT products, compared to the standard 20% VAT for consumer goods
- The ‘Swap to Stop’ programme – will see nicotine vape starter kits given free of charge to around a million adults who smoke
- Sweden also subsidise nicotine replacement therapies

- Science-led regulation must guide our efforts
- There's need for unconventional approaches that prioritise public health over punitive taxation
- Efforts that encourage smokers to switch to SNPs, through subsidies, proportional taxation, and education campaigns

Thank you!