# 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.
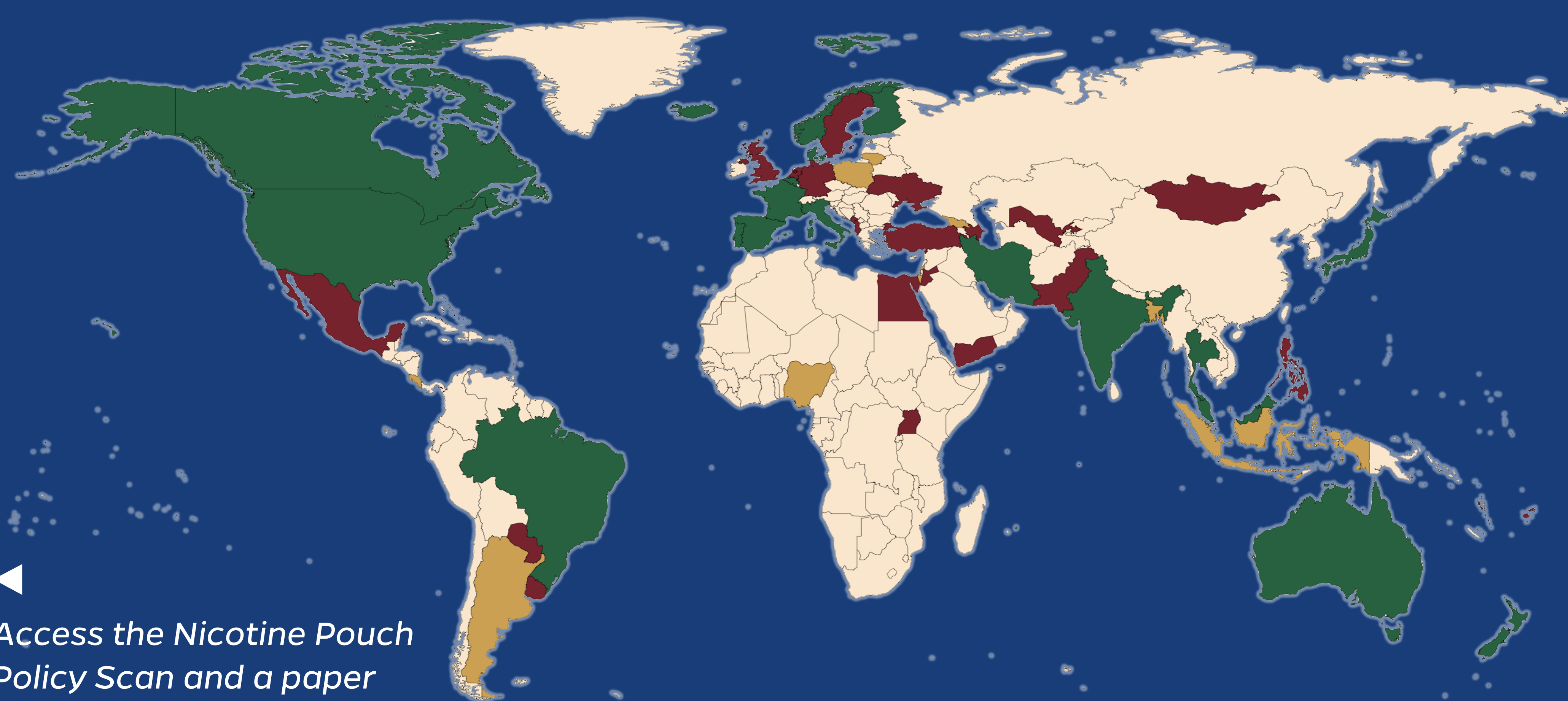
## Methods

- 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).

# ⅓ of countries
## in our sample (23 of 67)
# regulate synthetic nicotine pouches.

**Regulates all nicotine pouches**

**Regulates tobacco-derived pouches only**
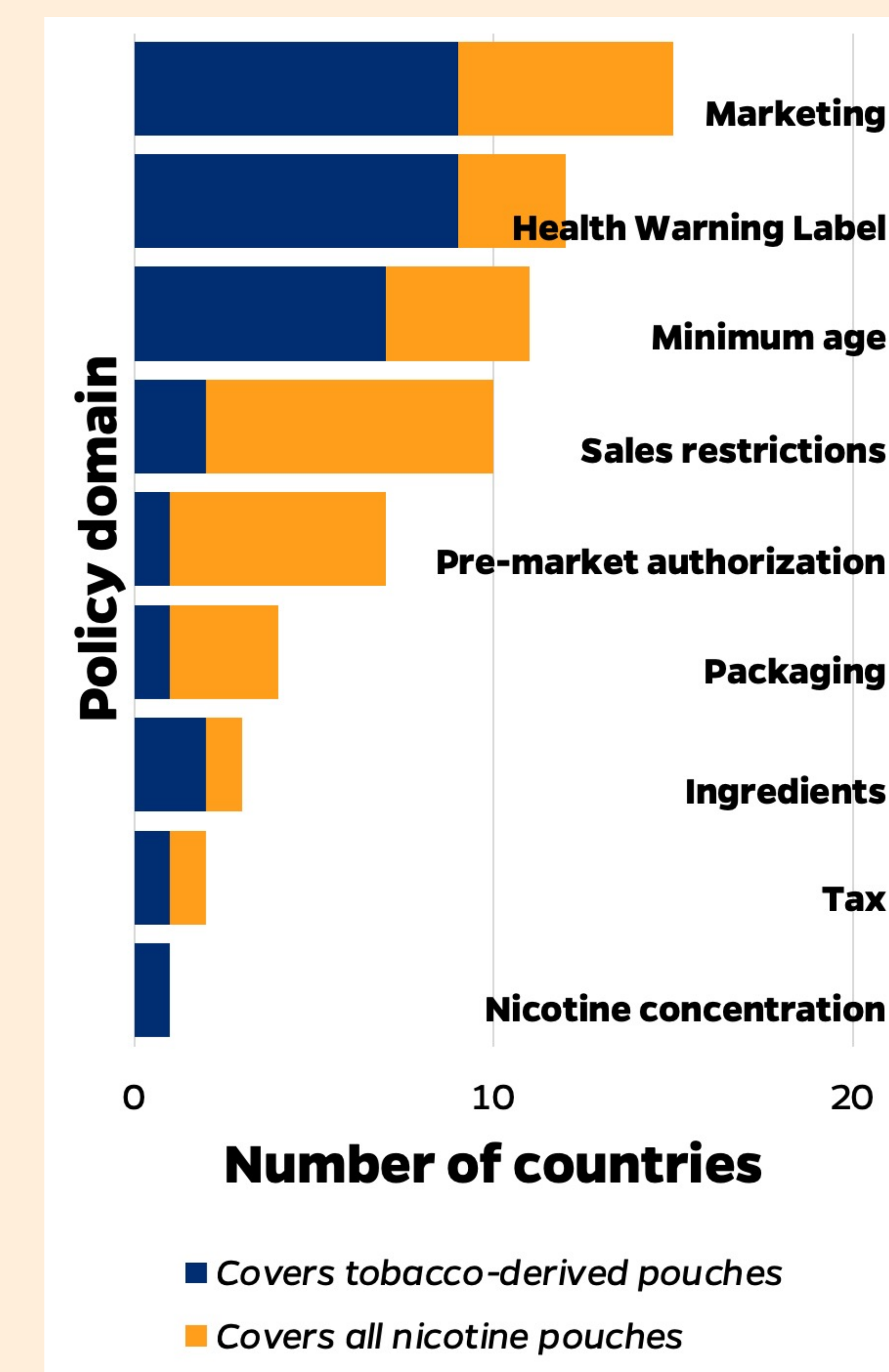
**No regulations**

**No data available**

◀ *Access the Nicotine Pouch Policy Scan and a paper based on this work*

**globaltobaccocontrol.org**

## 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.

Marketing
Health Warning Label
Minimum age
Sales restrictions
Pre-market authorization
Packaging
Ingredients
Tax
Nicotine concentration

**Policy domain**

0       10       20

**Number of countries**

■ *Covers tobacco-derived pouches*
■ *Covers all nicotine pouches*

## Authors

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