

# GLOBAL REGULATION OF NICOTINE POUCHES: MEASURES, JUSTIFICATIONS, AND IMPLICATIONS

## BACKGROUND

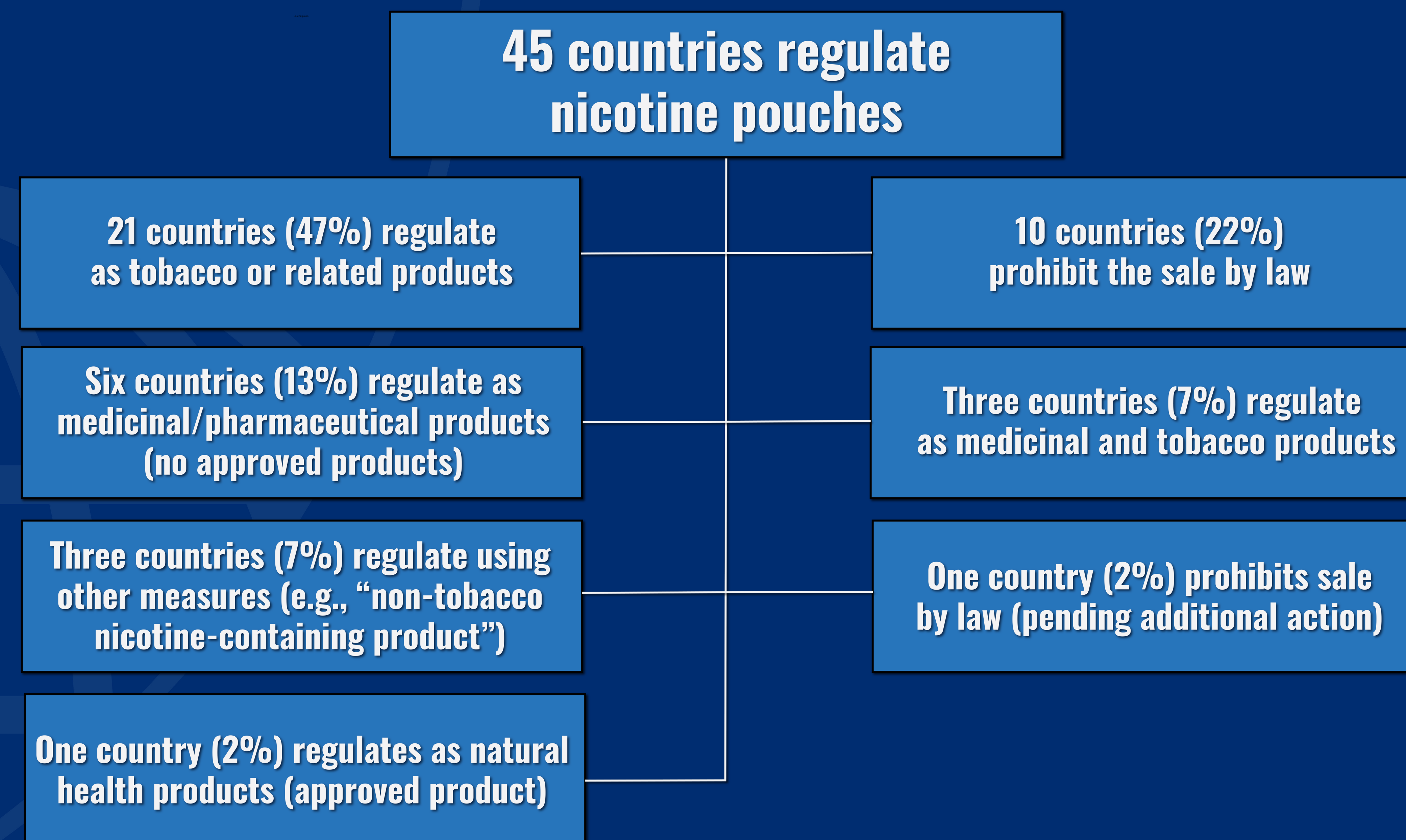
Most countries do not regulate nicotine pouches (NPs). Countries can draw on global regulatory experiences to address NPs, including complexities like synthetic nicotine or nicotine analogues, which may create policy loopholes for tobacco-free nicotine products. This study gives an overview of global NP regulations and analyzes some laws adopted.

## METHODS

- The International Legal Consortium at the Campaign for Tobacco-Free Kids conducted a NP policy scan, which identified, classified, and reviewed national laws,<sup>1</sup> falling into seven policy categories (outlined in the center)
- Supply and demand measures were also tracked (e.g., age restriction, packaging)
- An in-depth analysis of regulatory or legislative documents, including impact assessments and parliamentary hearing notes, captured rationales for the laws from eight countries (Australia, Canada, Colombia, Germany, Finland, the Netherlands, Norway, and Switzerland)

<sup>1</sup> The term “laws” refers to all legislation, regulations, decrees, resolutions, and any other enactments that have legal force and effect

# COUNTRIES LOOKING TO REGULATE NICOTINE POUCHES CAN LEARN FROM EXISTING LAWS ELSEWHERE



Access this poster and other IGTC work presented at the SRNT 2026 Annual Meeting

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	Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
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## RESULTS

- As of August 2025, 45 countries had laws regulating NPs (see center)
- The in-depth analysis of policy documents from Australia (medicinal/pharmaceutical products), Canada (natural health product, approved product), Colombia and Switzerland (tobacco or related products), Finland and Norway (medicinal and tobacco products), and Germany and the Netherlands (sale prohibited by law) considered the following in guiding legislative development:
  - nicotine toxicity, addictiveness, level, and hazards
  - youth uptake
  - complying with international legal commitments (e.g., European Union law)
- Some countries that regulate NPs as tobacco or related products have supply and demand reduction laws (e.g., prohibiting misleading packaging/attractive ingredients and restricting sales location)

## CONCLUSIONS

Over 20% of countries have laws using a range of mechanisms to regulate NPs. While some common themes guide regulatory development processes, country-level differences exist. Countries looking to regulate NPs may gain insights for regulatory and policy decisions by being explicit about their own national public health objectives and context and learning from approaches taken by similar countries.

## AUTHORS

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