

SWEDES' VIEWS ON THE ALTERNATIVES TO CIGARETTES

**Usage of alternative nicotine products among
former cigarette smokers**



1

Health is the primary motivator for ex-smokers to switch to alternative nicotine products

Although social and financial considerations also play a role, health remains the most common reason why ex-smokers switch to alternative nicotine products. Women tend to prioritize social concerns more than men.

2

Access to a diverse range of alternative nicotine products is crucial for quitting smoking

While snus remains the most popular option in Sweden, more people are turning to innovative alternatives such as nicotine pouches and vaping for smoking cessation.

3

Consumers prioritize flavors and nicotine levels when switching to alternative nicotine products

Most consumers need to find a product with the right taste and nicotine level. Women tend to place even more emphasis on these factors than men.

4

Affordable pricing is important for driving smokers to switch to alternative nicotine products

61 percent of alternative nicotine products users believe that affordable or cheaper options than cigarettes are key to getting smokers to quit.

5

Over half of consumers believe the government should support more the switch to alternative nicotine products

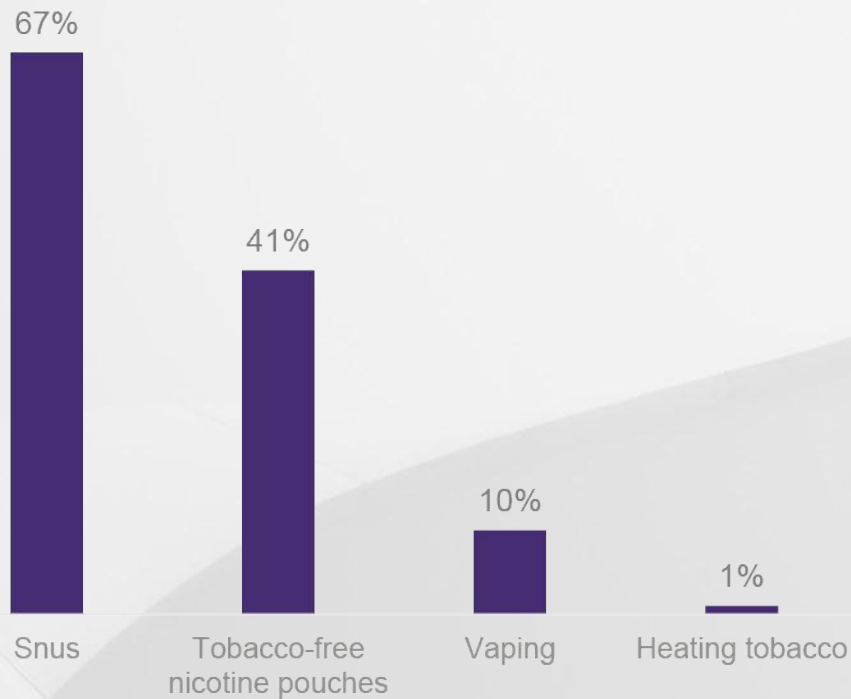
Despite perceiving current attitudes from the government and public health as either hostile or neutral toward alternative nicotine products, 52 percent of alternative nicotine product users think the government should support the switch from traditional cigarettes.

RESULTS

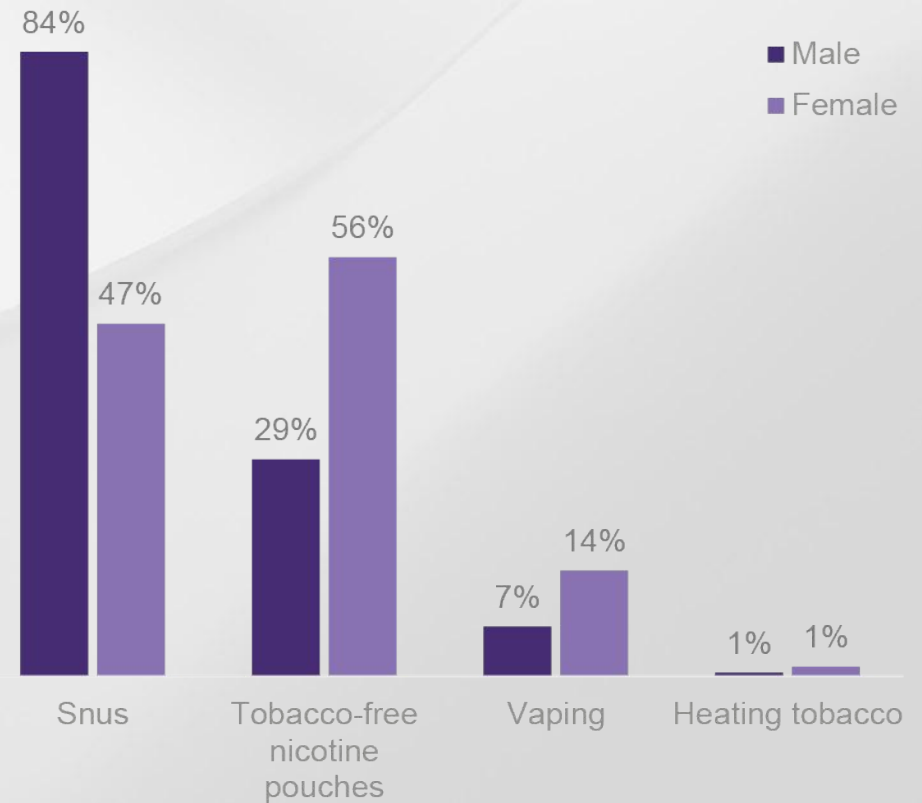
IT IS CRUCIAL FOR WOMEN TO HAVE TOBACCO-FREE ALTERNATIVES WHEN SWITCHING FROM CIGARETTES

Snus is the most popular alternative and remains the most popular choice among men. For women, however, tobacco-free nicotine pouches are the most popular alternative.

Usage of alternative nicotine products – total base



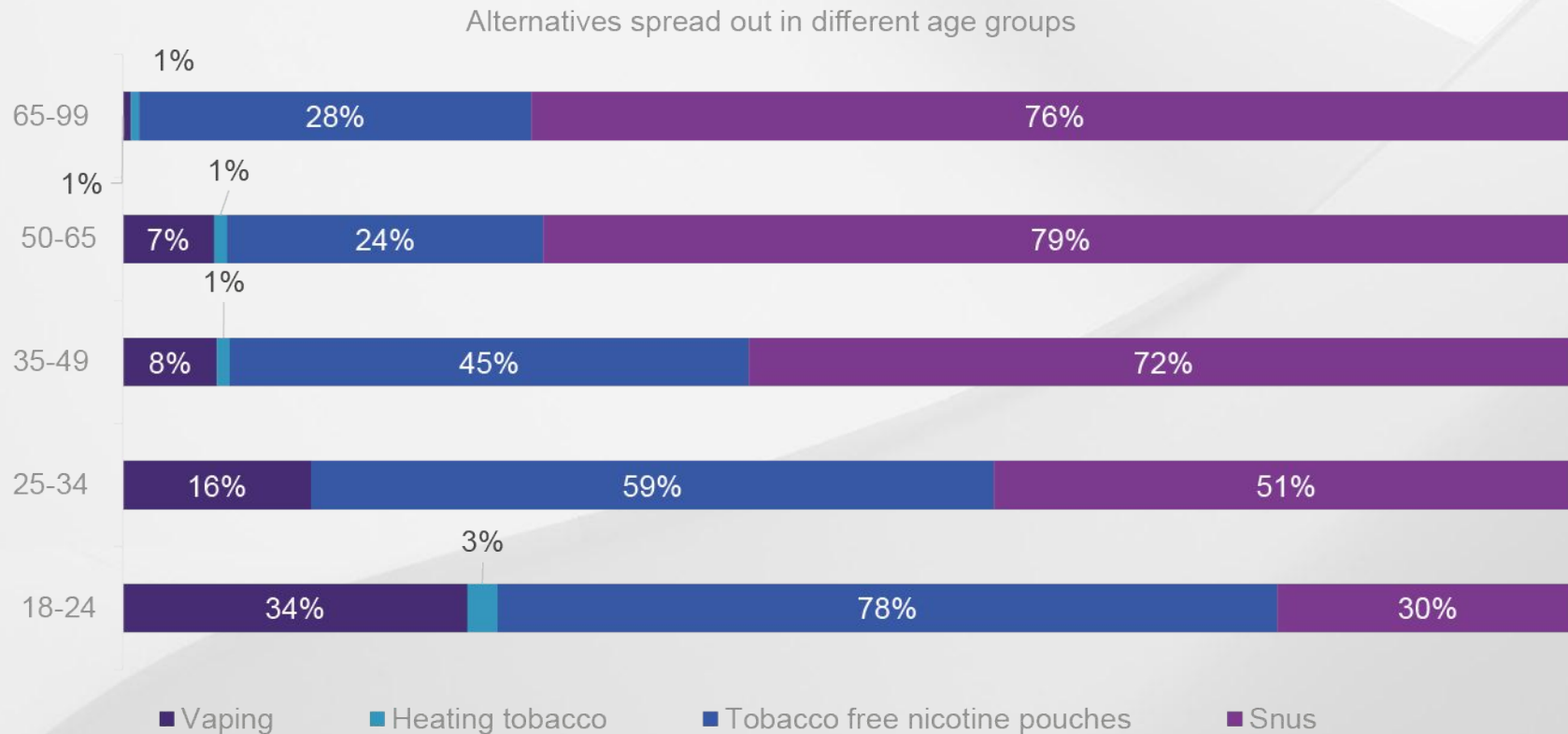
Gendered split: Usage of alternative nicotine products



Q5: Which alternatives to cigarettes do you use?
Base: Figure 1: 1000. Figure 2: Male: 550, Female 450

ACCESS TO A VARIETY OF ALTERNATIVE NICOTINE PRODUCTS PLAYS AN IMPORTANT ROLE IN QUITTING SMOKING

Snus was important for many generations, but innovative alternative nicotine products are deemed necessary for consumers today.



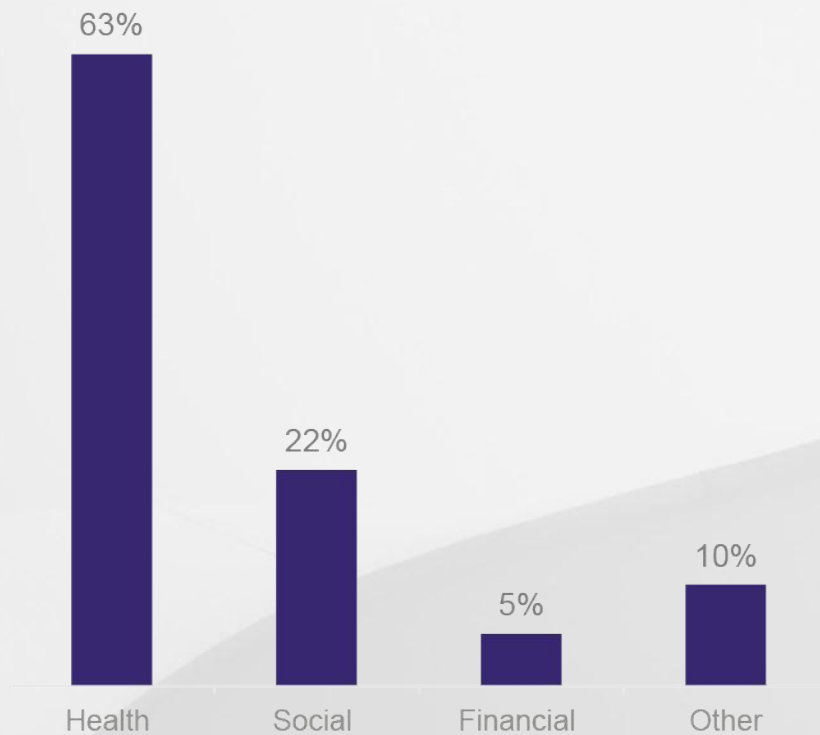
Q5: Which alternatives to cigarettes do you use?

Base: 1000. Ages: 65-99: 159, 50-65: 298, 35-49: 268, 25-34: 208, 18-24:67.

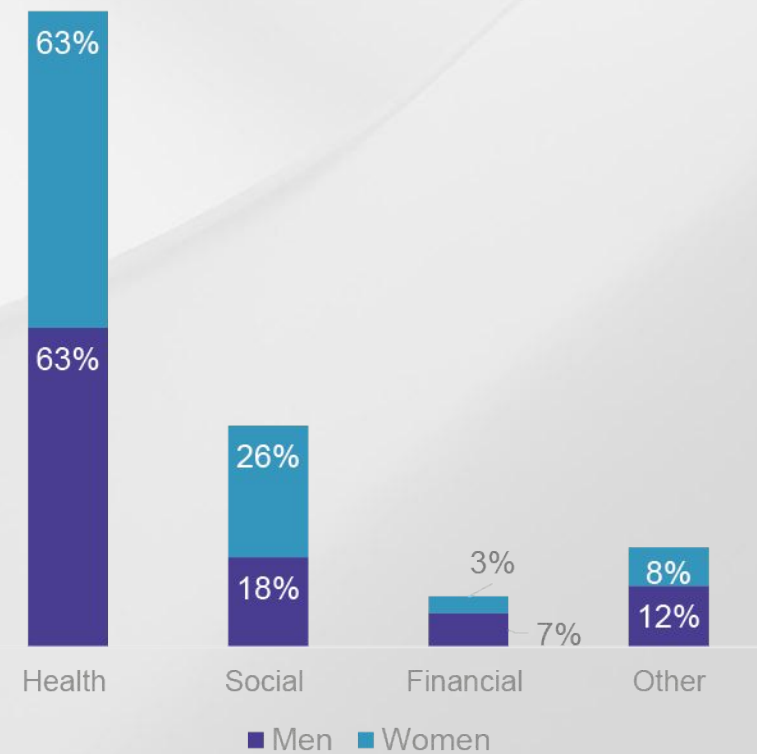
HEALTH IS THE MAIN REASON FOR QUITTING SMOKING – BUT SOCIAL CONSIDERATIONS MATTER TOO

Women care more than men about social considerations.

Reasons to go from cigarettes to ANP's - Total



Reasons - Gender



Q6: What was your main reason to choose this/these product(s) over cigarettes?
Base: Figure 1: 1000, Figure 2: Male: 550, Female: 450

HEALTH REASONS WEIGH SIGNIFICANTLY HEAVIER WITH AGE

Four out of five 65 years of age or older consumers put health considerations on top.

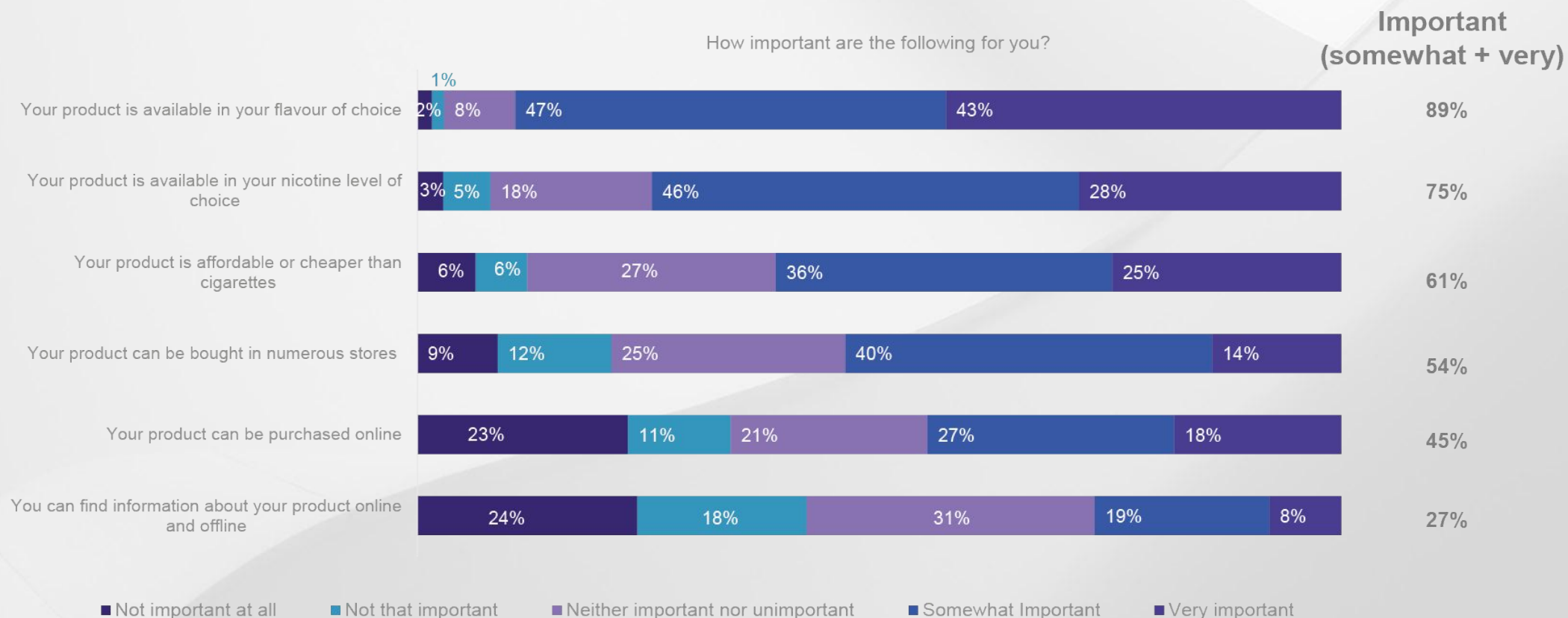


Q6: What was your main reason to choose this/these product(s) over cigarettes?
Base: Figure 1: Ages: 65-99: 159, 50-65: 298, 35-49: 268, 25-34: 208, 18-24:67

FLAVORS AND NICOTINE LEVELS ARE WHAT MATTER MOST



More than half consider affordable alternative nicotine products to be one of the main reasons to quit smoking.

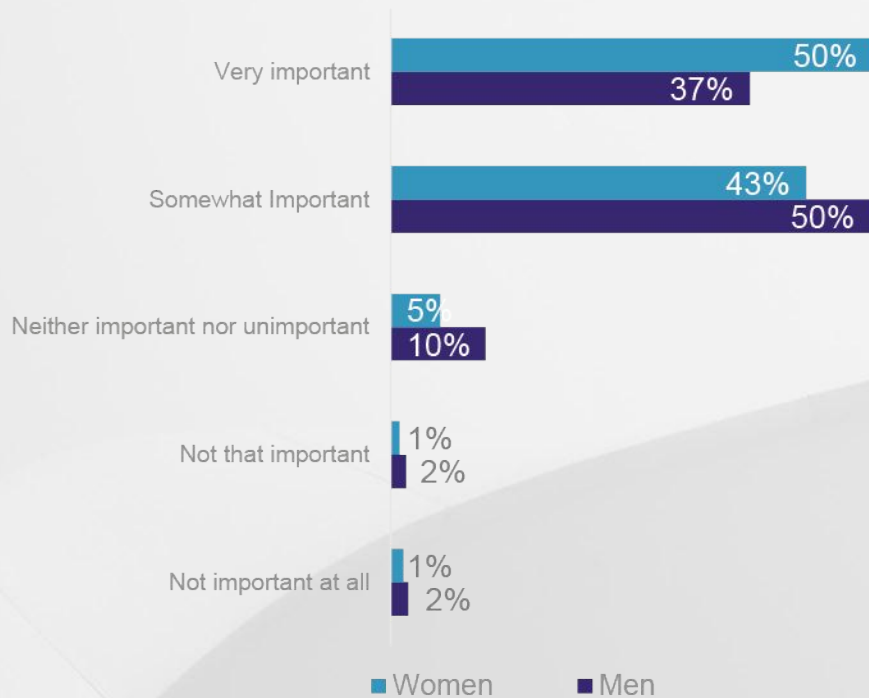


Q7: How important are the following for you, when thinking about the alternative product(s) to cigarettes you use today?
Base: 1000

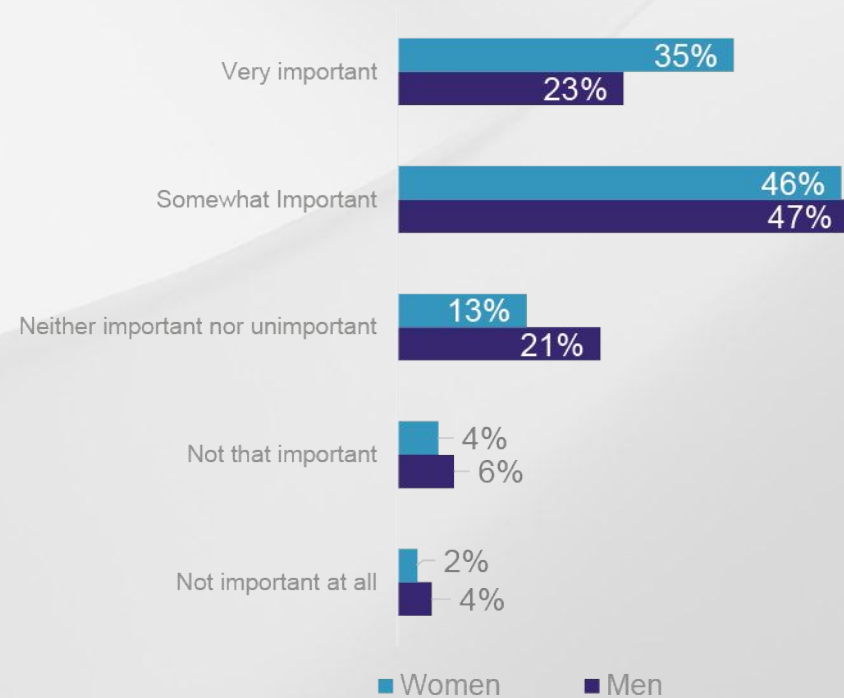
WOMEN TEND TO FIND IT MORE IMPORTANT TO CUSTOMIZE THEIR CHOICES

The option to choose taste and nicotine level on your product matters most – to women more than to men.

Your product is available in your flavour of choice



Your product is available in your nicotine level of choice



Q7r4: Your product is available in your flavor of choice & Q7r5: Your product is available in your nicotine level of choice - How important are the following for you, when thinking about the alternative product(s) to cigarettes you use today?
Base: Male 550, Female 450

BEING ABLE TO BUY ALTERNATIVE NICOTINE PRODUCTS ONLINE IS IMPORTANT FOR THE MAJORITY OF CONSUMERS



Nonetheless, 40 percent of individuals aged 65 and above display apathy towards it.

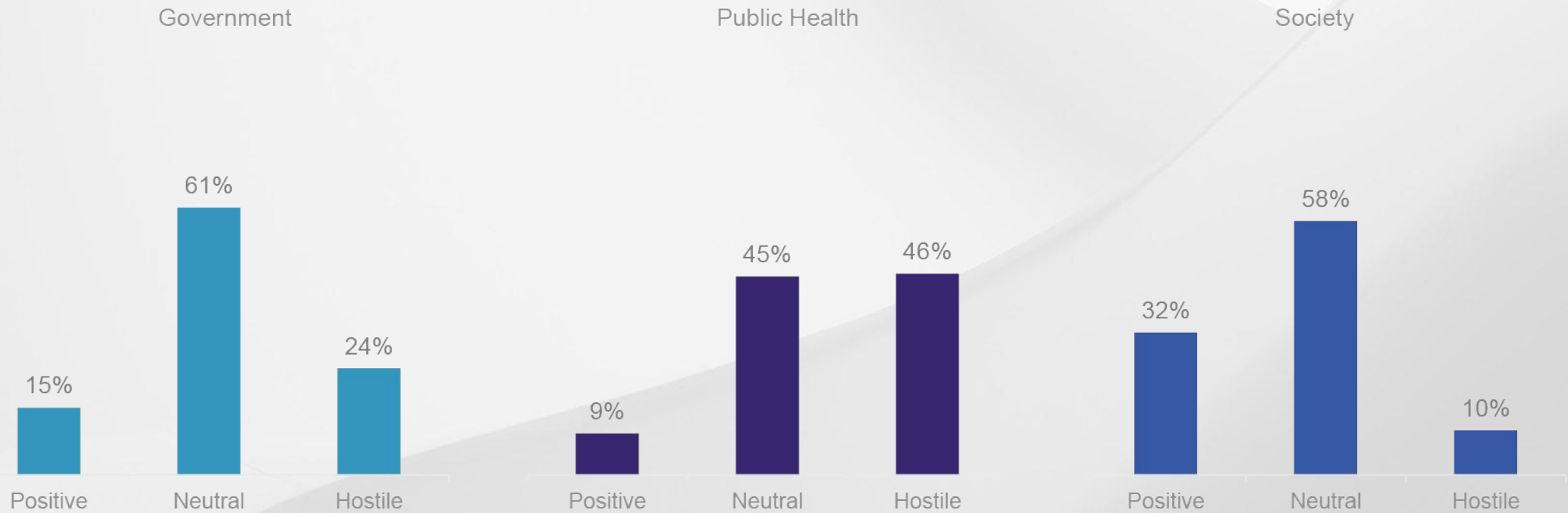


Q7r2: Your product can be purchased online - How important are the following for you, when thinking about the alternative product(s) to cigarettes you use today?

Base Ages: 65-99: 159, 50-65: 298, 35-49: 268, 25-34: 208, 18-24:67

NEUTRALITY AND HOSTILITY DOMINATE THE SOCIOPOLITICAL AND POLICY ATTITUDES TOWARD ALTERNATIVE NICOTINE PRODUCTS

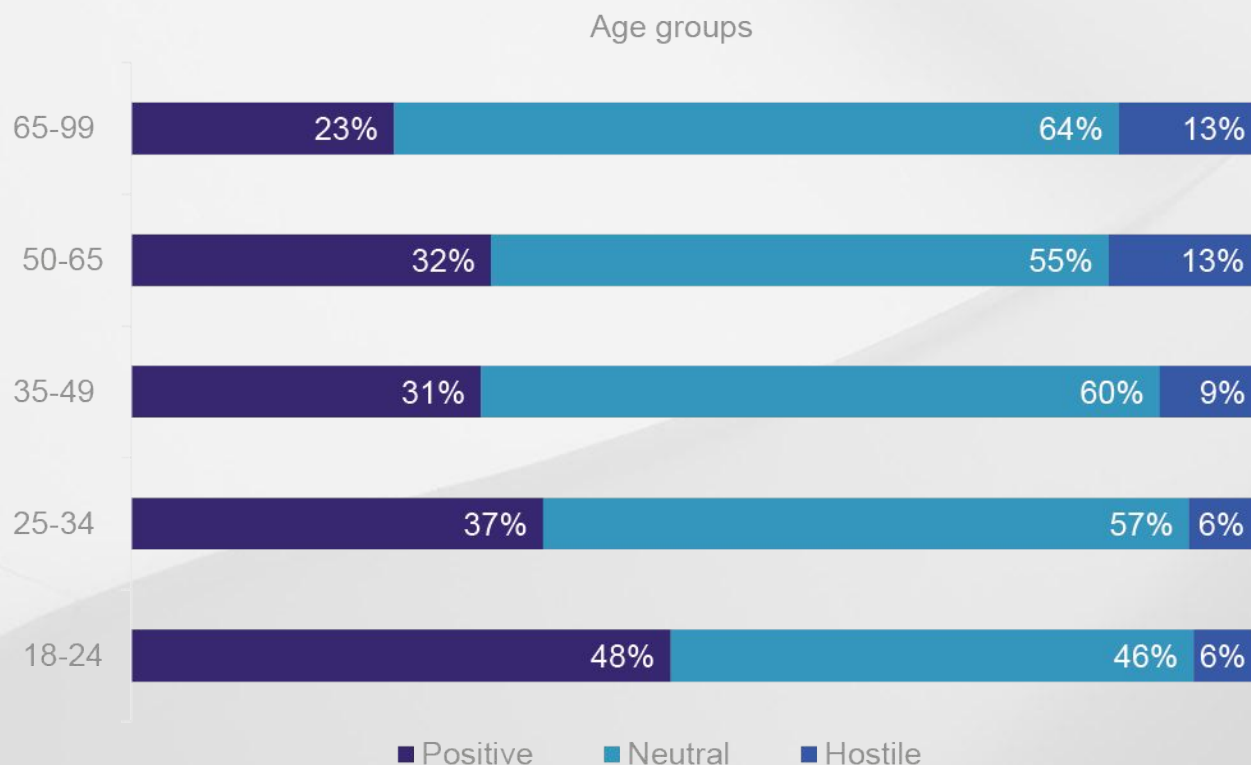
There is a big gap in perceived attitudes between public health institutions and society.



How would you describe the general attitude in your country towards alternative products (vaping, heating tobacco, tobacco-free nicotine pouches, snus)?
Base: 1000

NEUTRALITY IS THE MOST PERCEIVED GENERAL ATTITUDE TOWARDS ALTERNATIVE PRODUCTS ACROSS ALL AGE GROUPS

Older generations view alternative nicotine products as less socially acceptable, unlike other age demographics who believe they are more widely accepted.

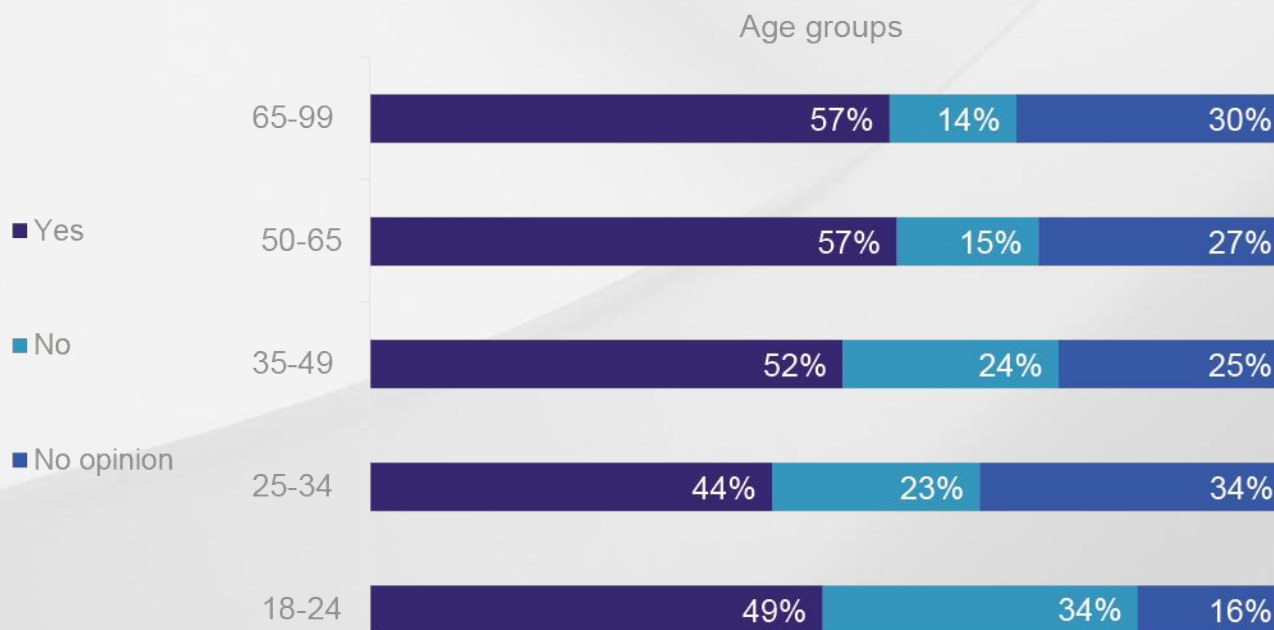
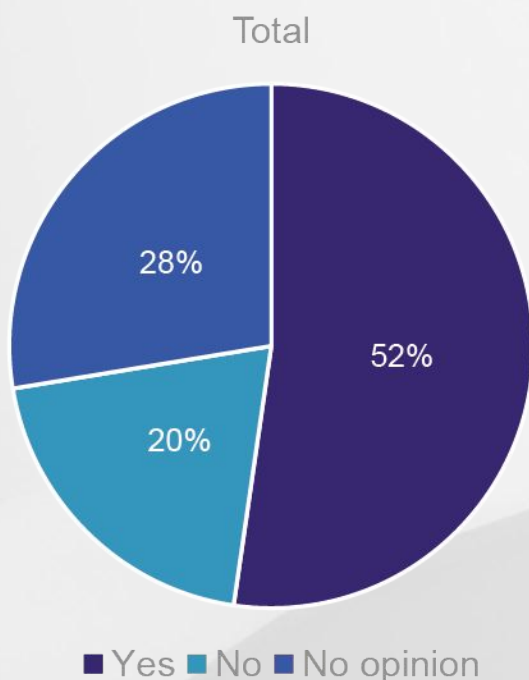


Q8: How would you describe the general attitude in your country towards alternative products (vaping, heating tobacco, tobacco-free nicotine pouches, snus)?

Base: 1000

THE MAJORITY OF CONSUMERS WOULD LIKE THE GOVERNMENT TO SUPPORT SWITCHING TO ALTERNATIVE NICOTINE PRODUCTS

Consumers expressed their perception of hostility or neutrality from Public Health and government toward alternative nicotine products.



Q9: In your opinion, should the government be more supportive of products that are an alternative to cigarettes (such as vaping, heating tobacco, tobacco-free nicotine pouches, snus)?
Base: 1000

METHODOLOGY



SAMPLE DESCRIPTION

Women and men 18+ years old.
All respondents live in Sweden and are former cigarette smokers who have now turned to other alternative nicotine products.



DATA COLLECTION METHOD

Online interviews



SAMPLE SIZE

Total = 1000

- Male = 550
- Female = 450



AVG. INTERVIEW DURATION

Approx. 4 minutes



QUOTA

Age groups

- 65-99
- 50-65
- 35-49
- 25-34
- 18-24



FIELDWORK PERIOD

2/28/2023 – 3/6/2023

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