

Denmark

NICOTINE LIMIT FOR POUCHES

2024

METHODOLOGY & SAMPLE

METHOD



Quantitative Research

Mix mod - CAWI (Computer assisted web interview) + CAPI (Computer assisted personal interview) data collection

Respondents were not aware what would be subject of research going in

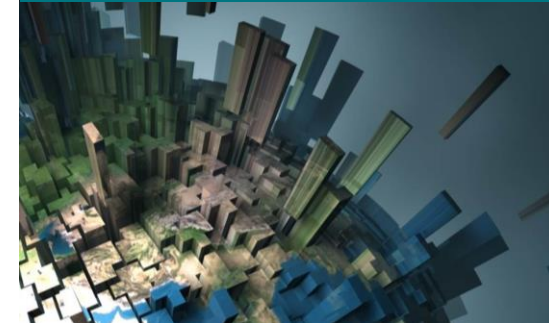
SAMPLE



N=503

Current users of nicotine pouches

FIELDWORK



16.10.2024. – 22.10.2024

Logic and data quality control done on 100% of sample

KEY FINDINGS

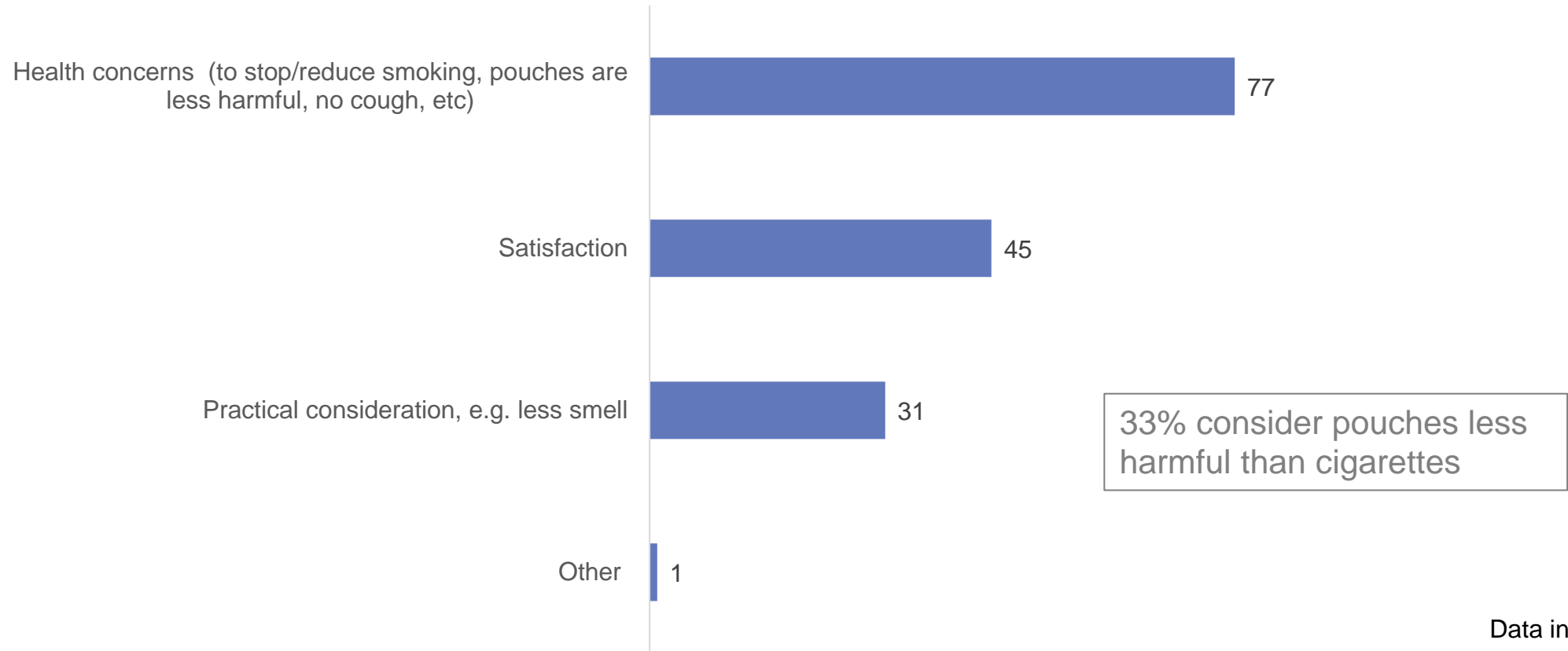
- The Danish Government is proposing to introduce a limit of 9 mg per one nicotine pouch.
- If the limit is implemented, half of consumers expect to buy their product anyway online, cross-border or even in some local stores.
- One fifth of consumers even consider come back to smoking.
- Three quarters of consumers use nicotine pouches due to health-related concerns, mainly to reduce or stop smoking.
- One third of all respondents believe pouches are less harmful than cigarettes
- The vast majority of consumers do not support the proposed nicotine limit. More than half are openly opposed to it.
- Over 80% agree that nicotine pouches could be helpful in reducing smoking rates, and also believe government should support less harmful alternatives to smoking.
- Most consumers support tougher measures to restrict sales to minors. They also support alternative ways of preventing underaged experimentation through stricter enforcement & education.



REASON TO USE NICOTINE POUCHES

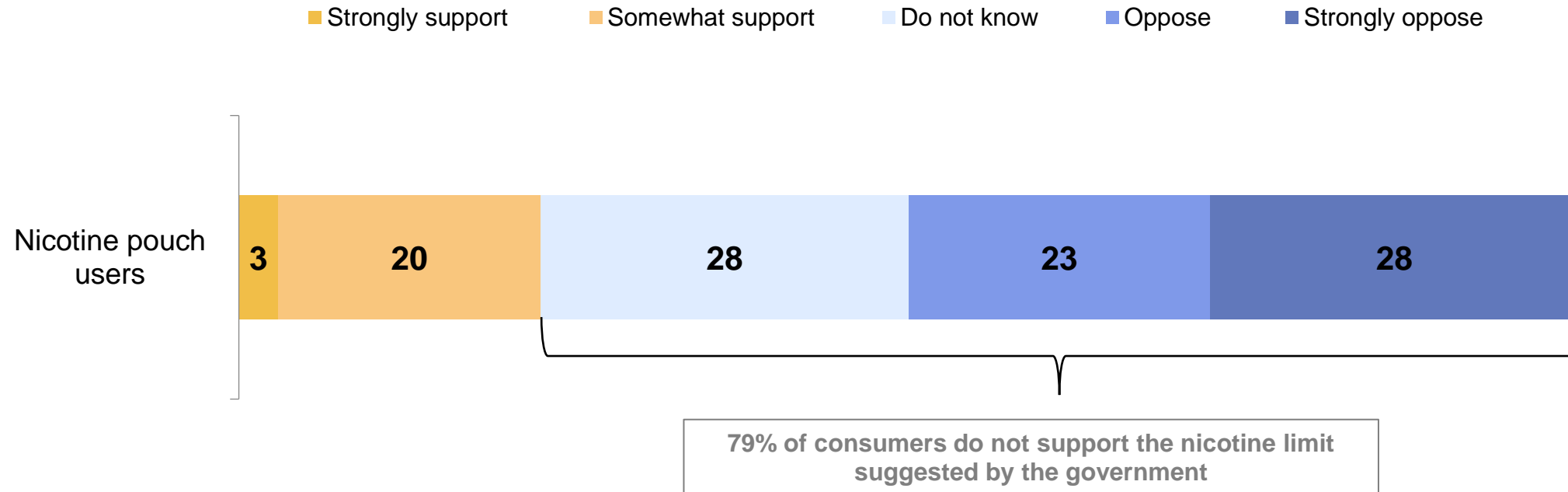
Three quarters of consumers use nicotine pouches due to health-related concerns, mainly to reduce or stop smoking. One third of all respondents believe pouches are less harmful than cigarettes.

Main reasons for pouches usage



CONSUMERS DO NOT SUPPORT LOW NICOTINE LIMIT

The vast majority of consumers do not support the proposed nicotine limit.
More than half are openly opposed to it.

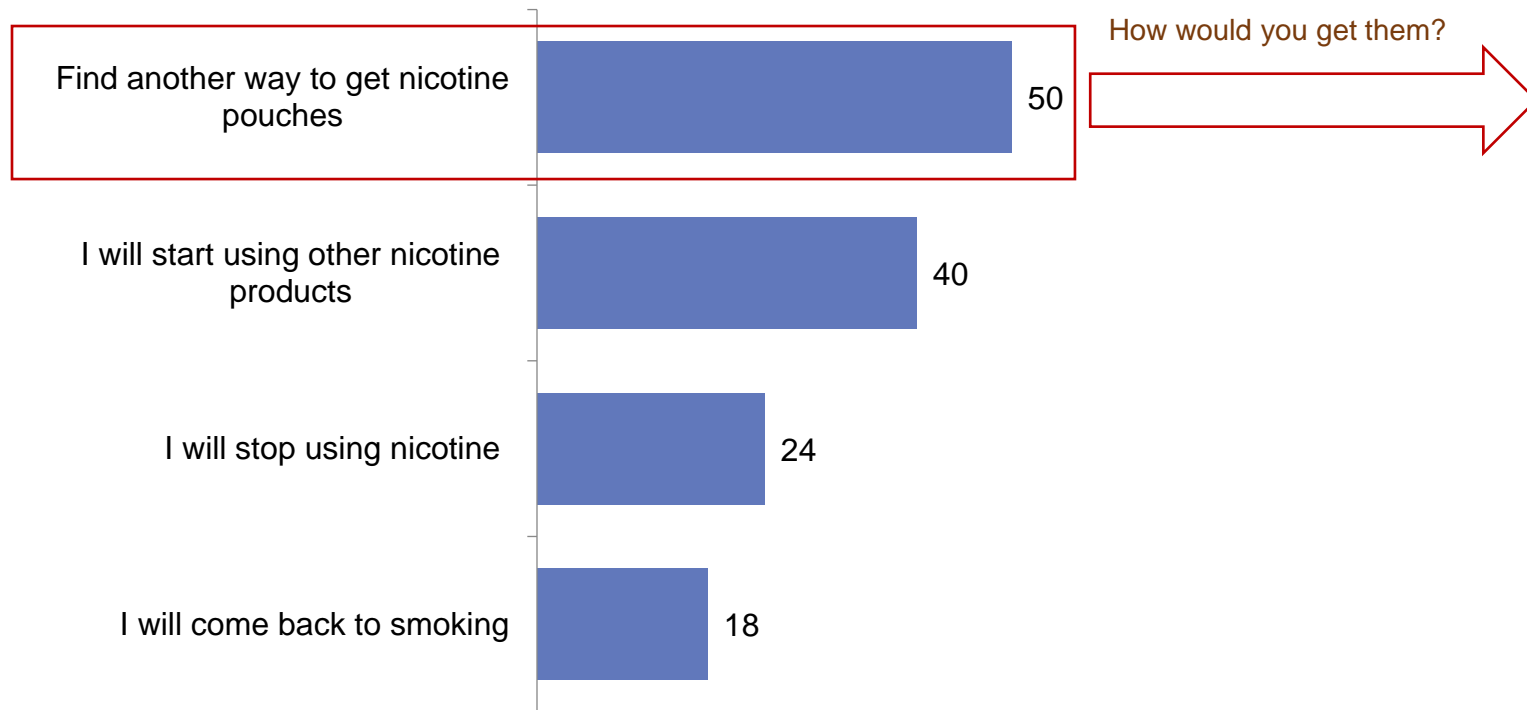


Data in %

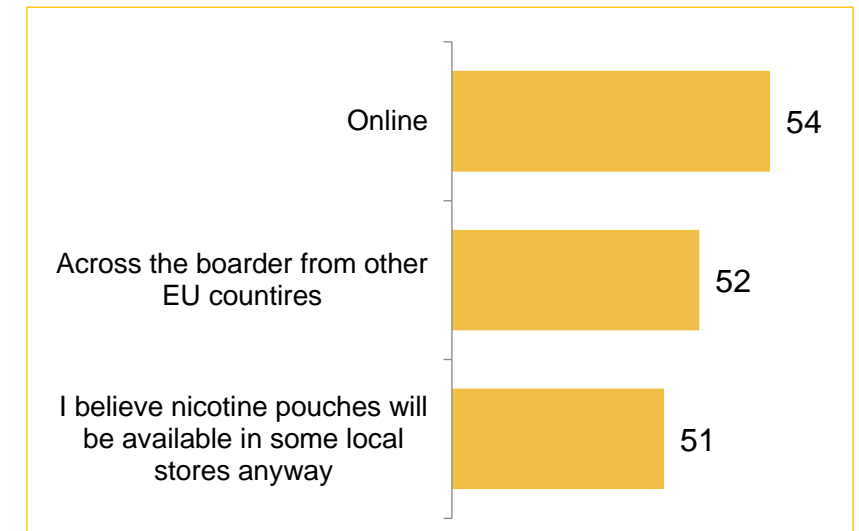
WHAT HAPPENS AFTER A NICOTINE LIMIT INTRODUCTION

If implemented, half of consumers expect to buy their product anyway online, cross-border or even in some local stores. One in five consumers will go back to smoking.

Usage if pouches were banned



Way of finding pouches

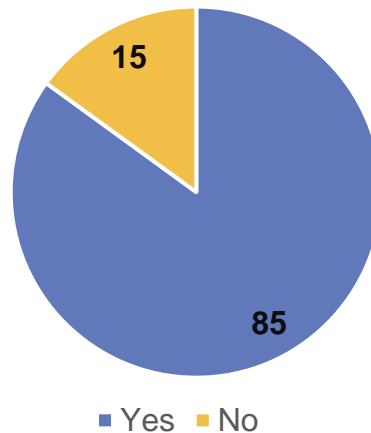


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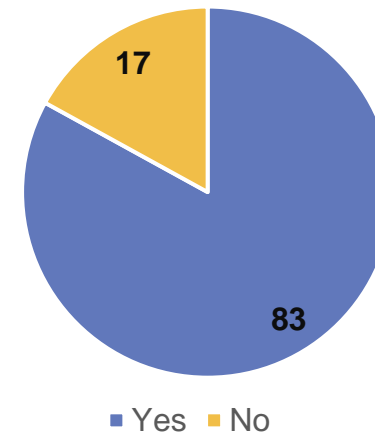
THE ROLE OF POUCHES IN TOBACCO HARM REDUCTION

Over 80% agree that nicotine pouches could be helpful in reducing smoking rates, and also believe government should support less harmful alternatives to smoking.

Nicotine pouches could help in reducing smoking rates



Government support for smoking alternatives

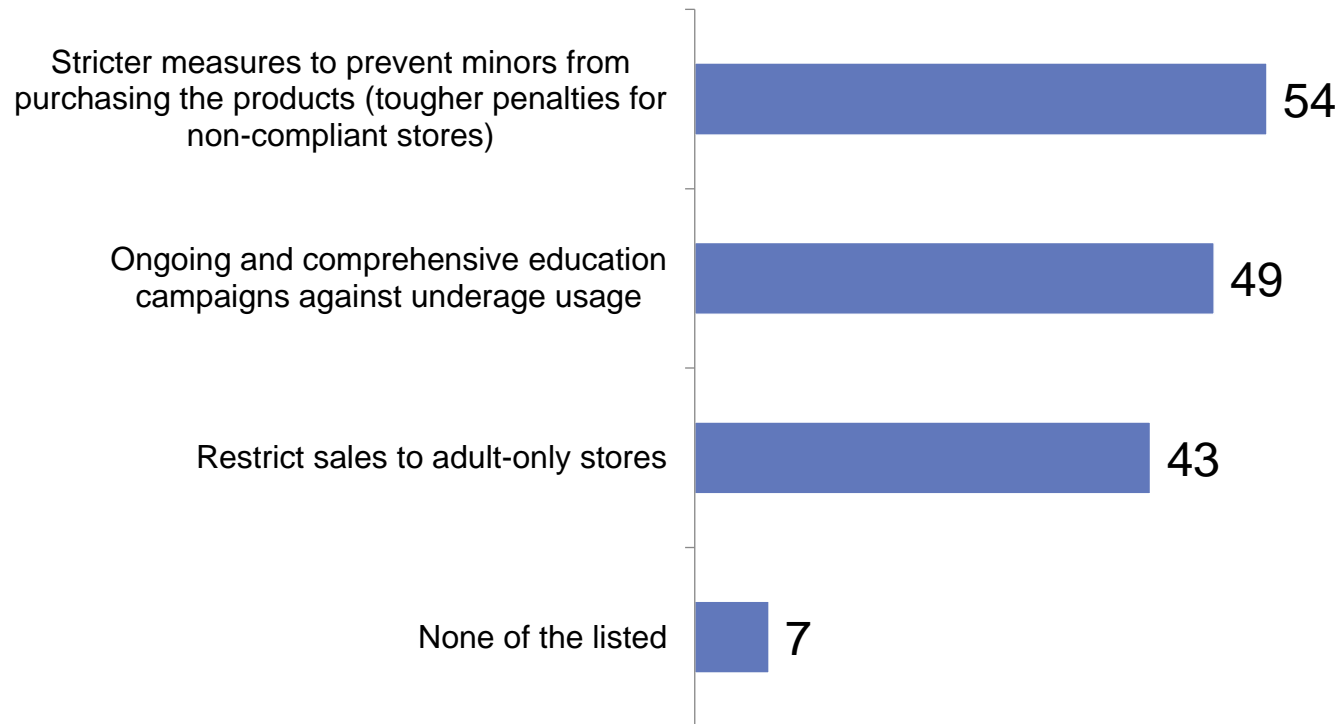


Data in %

MEASURES RESPONDENTS BELIEVE TO BE EFFICIENT

Most consumers support tougher measures to restrict sales to minors. They also support alternative ways of preventing underaged experimentation through stricter enforcement & education.

Supporting alternative measures to nicotine limit



Data in %

THANK YOU