

POLAND

NICOTINE POUCH REGULATION

METHOD, SAMPLE AND FIELDWORK

METHOD

Quantitative Research

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

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

SAMPLE

N=510

Current users of nicotine pouches

FIELDWORK

11/03/2025 – 14/03/2025

Logic and data quality control done on 100% of the sample

KEY FINDINGS

- Two thirds of those who use nicotine pouches in Poland do it for health-related reasons, mainly to reduce smoking
- 93% do not support a nicotine pouch ban; more than two thirds are openly opposed to it
- 88% do not support a nicotine pouch flavor ban; more than two thirds are openly opposed to it
- 85% highlighted that flavors are an important factor in the decision to use nicotine pouches
- Fruit and Mint / menthol flavors are regarded as the most important flavors for switching and staying away from smoking
- A third would still expect to get nicotine pouches after a product or flavor ban: online, across the border or in some local stores; another third would go back to smoking



KEY FINDINGS

- Nine out of ten people who use nicotine pouches in Poland agree that these products can contribute to reducing smoking rates, the government should support alternatives to smoking
- Most support stricter measures to prevent underage access and experimentation, and education campaigns
- More than half said they would not vote for politicians who supported further restrictions to nicotine pouches

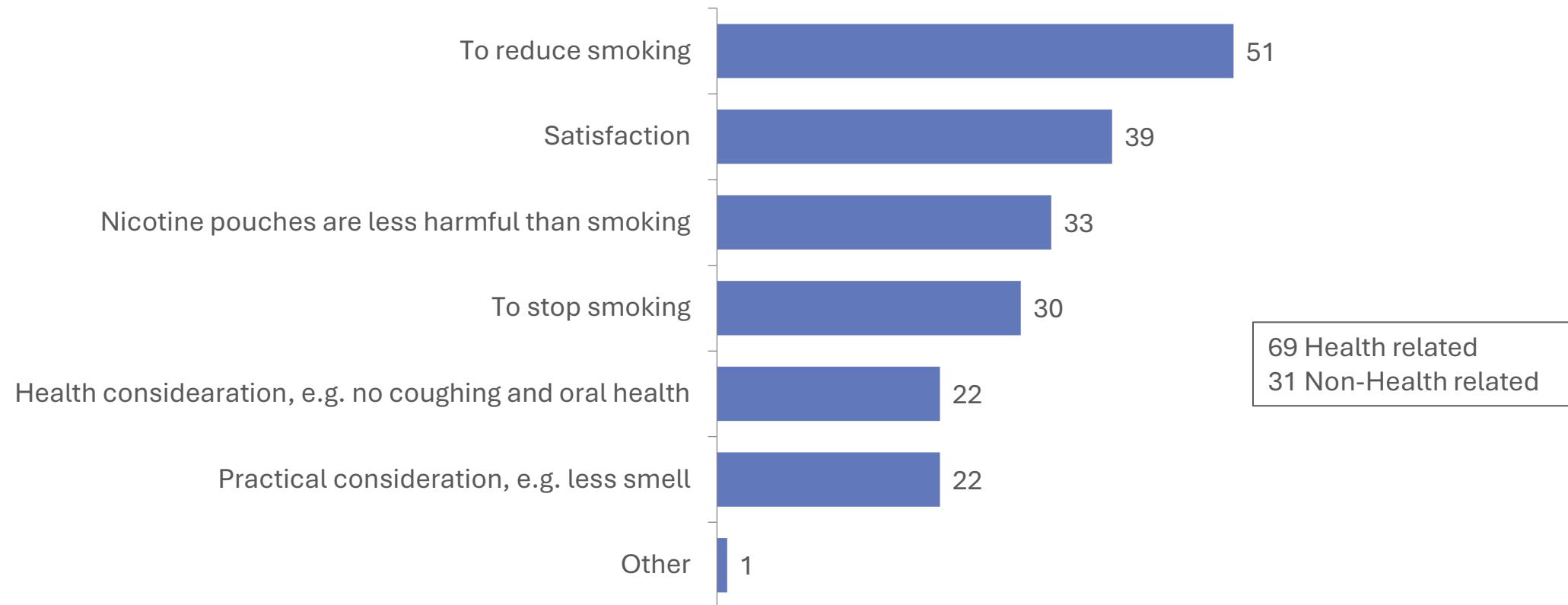
THOLOS
FOUNDATION



Consumer Survey, March 2025

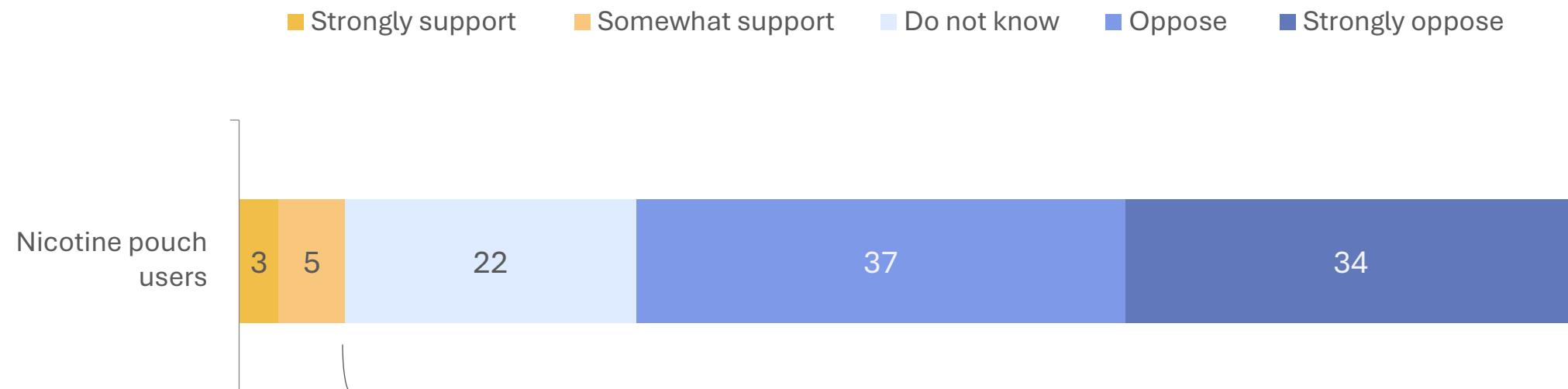
REASONS TO USE NICOTINE POUCHES

Two thirds of those who use nicotine pouches in Poland do it for health-related reasons, mainly to reduce smoking



OPINION ON A NICOTINE POUCH BAN

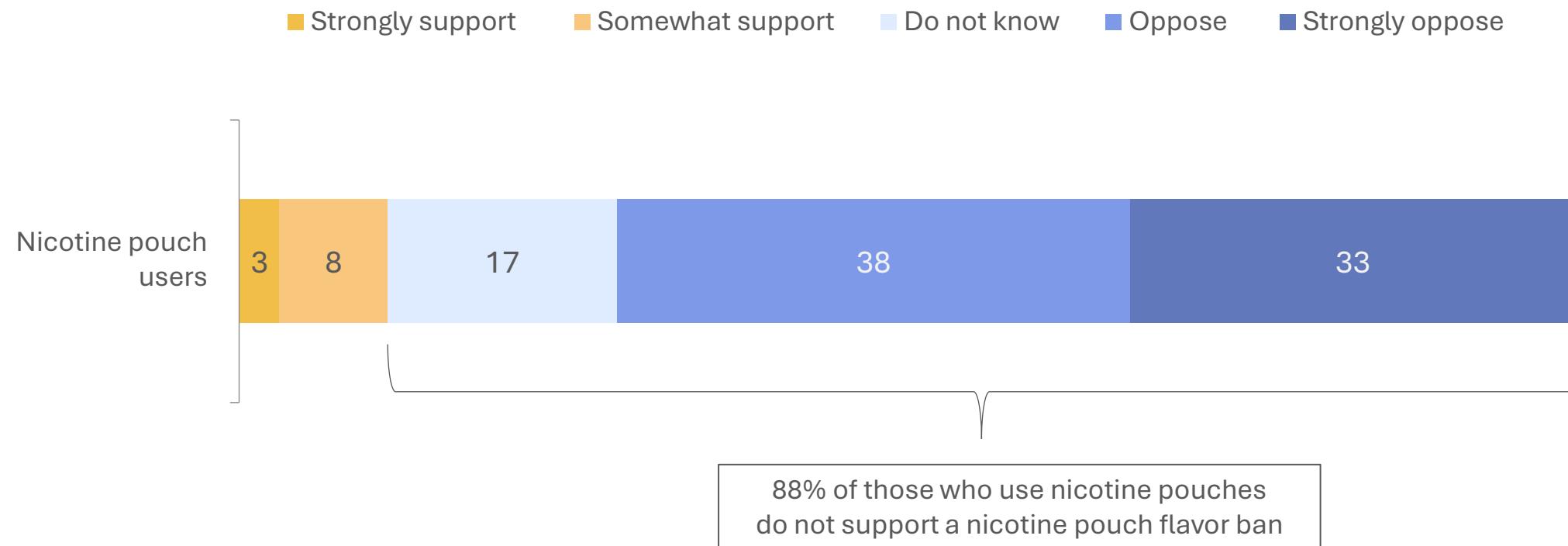
93% of those who use nicotine pouches do not support a nicotine pouch ban;
more than two thirds are openly opposed to it



93% of those who use nicotine pouches
do not support a nicotine pouch ban

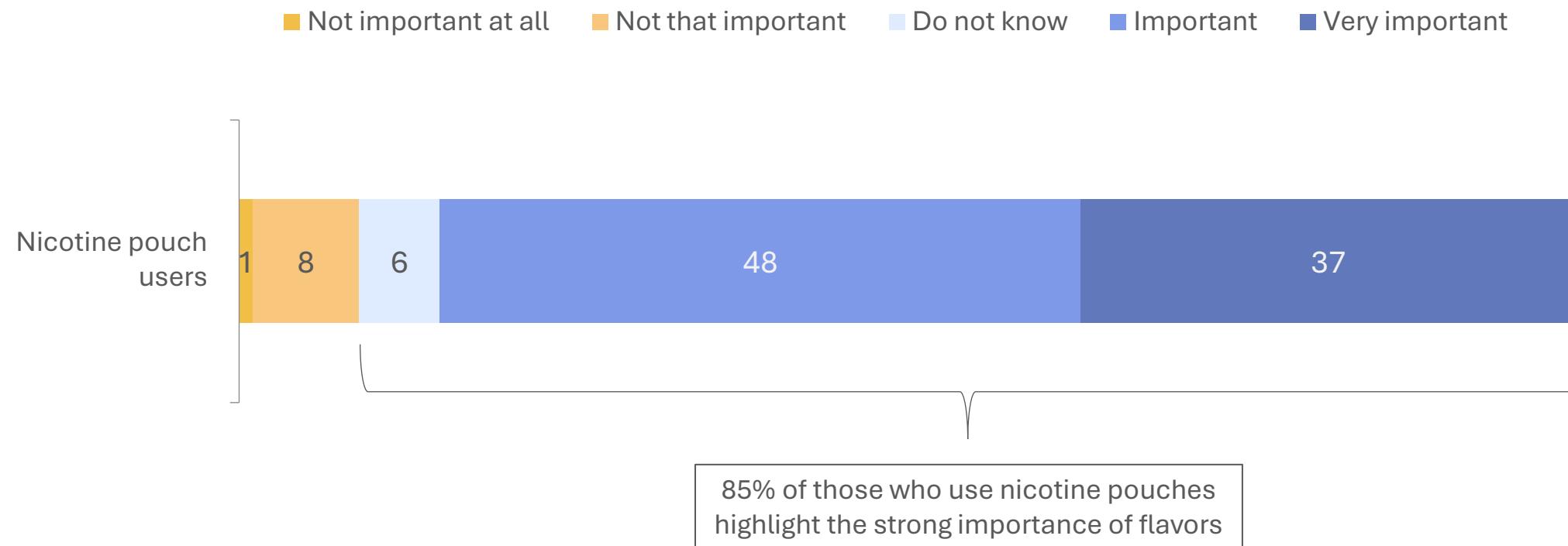
OPINION ON A NICOTINE POUCH FLAVOR BAN

88% of those who use nicotine pouches do not support a nicotine pouch flavor ban;
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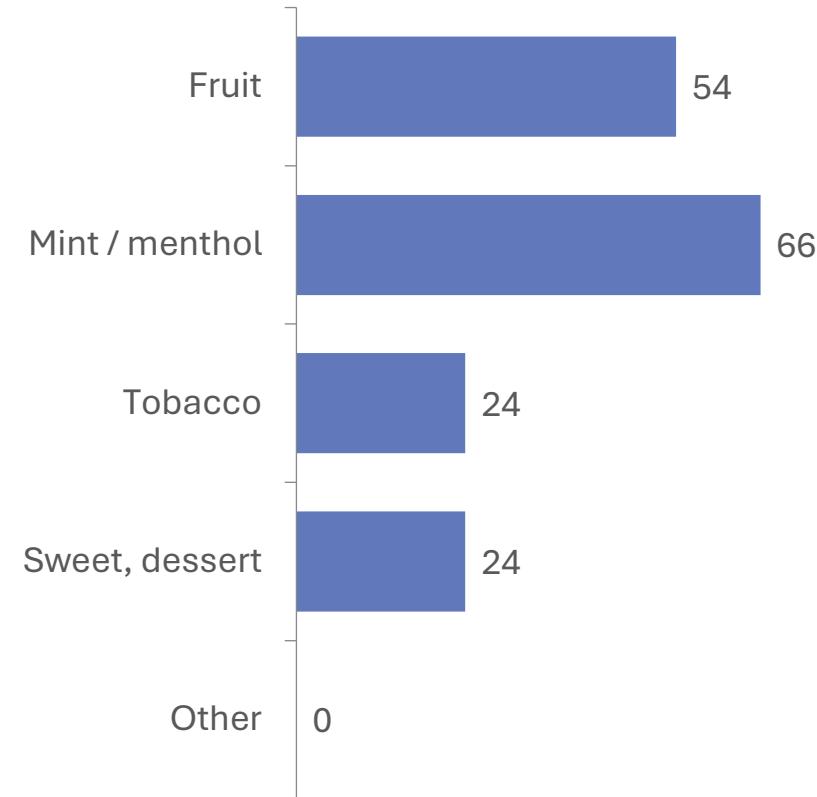
IMPORTANCE OF FLAVORS IN NICOTINE POUCHES

85% of those who use nicotine pouches highlighted that flavors are an important factor in the decision to use these products



FLAVORS TO SWITCH AND STAY AWAY FROM SMOKING

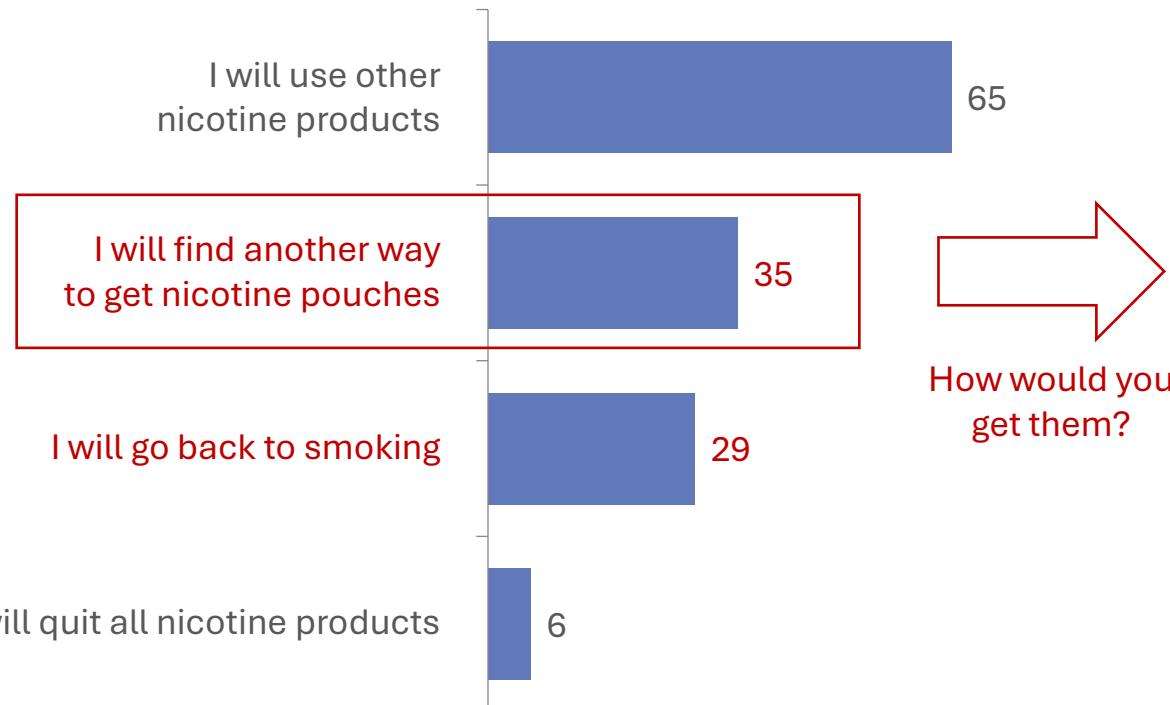
Fruit and Mint / menthol flavors in nicotine pouches are regarded as the most important flavors to switch and stay away from smoking



WHAT HAPPENS AFTER A PRODUCT OR FLAVOR BAN

A third of those who use nicotine pouches would still expect to get them online, across the border or in some local stores; another third would go back to smoking

Use after the ban



How would you
get them?

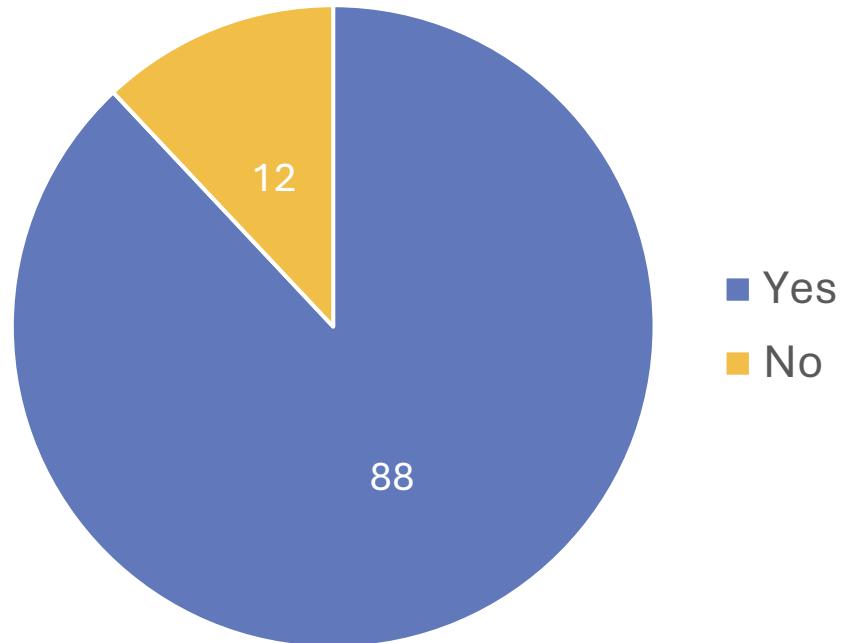
Expected way to find nicotine pouches



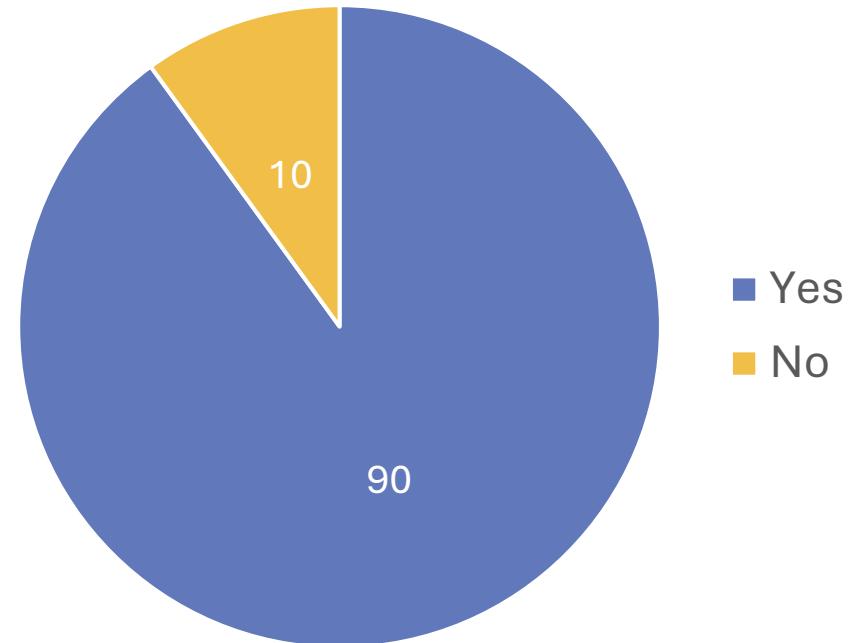
SUPPORT OF ALTERNATIVES TO SMOKING

Nine out of ten people who use nicotine pouches agree that these products can contribute to reducing smoking rates, the government should support alternatives to smoking

Nicotine pouches can help Poland becoming smoke-free

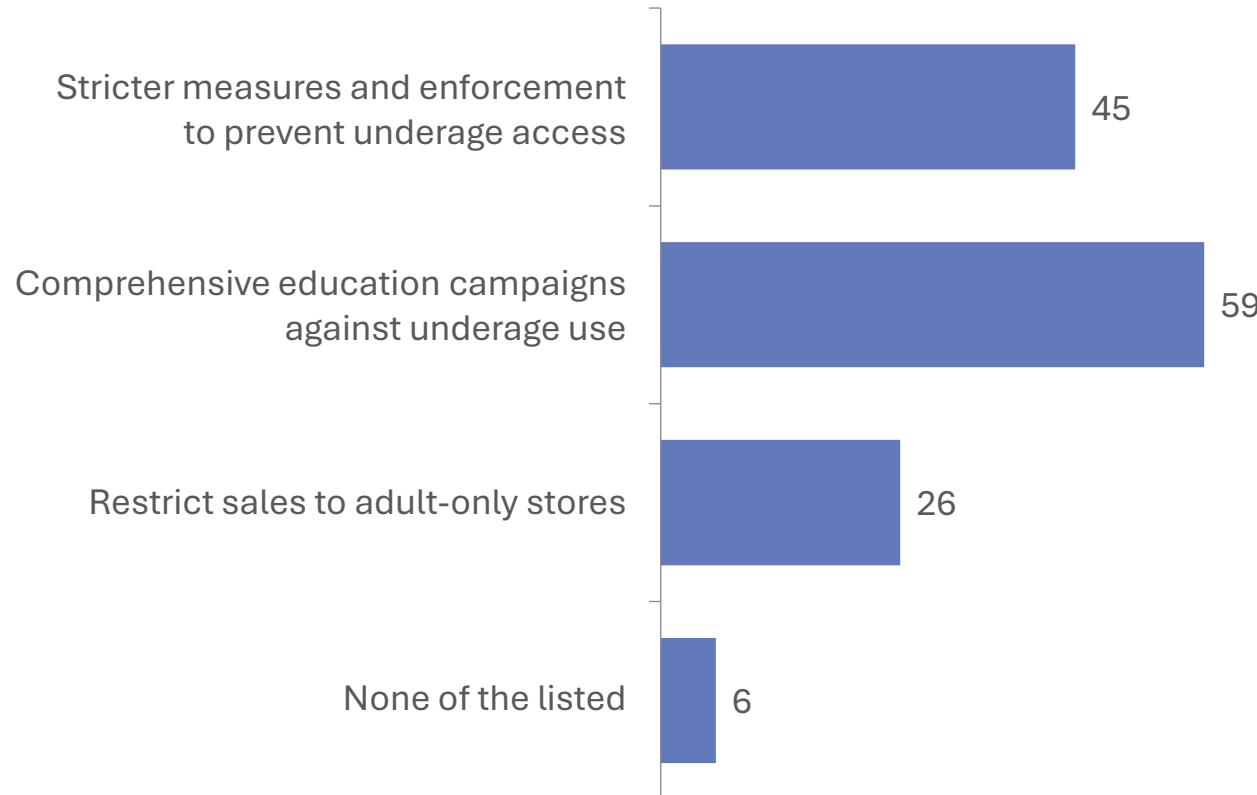


The government should support more alternatives to smoking



OPTIONS RESPONDENTS BELIEVE TO BE EFFICIENT

Most people who use nicotine pouches support stricter measures to prevent underage access and experimentation, and education campaigns



THANK YOU