

New nicotine products in Austria

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— Conflict of interest

- No conflict of interests

— Structure

1. Background
2. Method
3. Results
4. Conclusion

— Background

More and more nicotine products as an alternative to conventional cigarettes

1. Harm-reduction discourse

- Do these products help to quit smoking conventional cigarettes?

2. Marketing perspective

- Targeted as Lifestyle-product
- Sold to young people (especially nicotine pouches)

3. Monitoring perspective

- The number of people smoking conventional cigarettes is decreasing
- Consumption of new nicotine products is increasing

4. Reflections/considerations

- If this increase overcompensates the decrease of classical smoking and at the end there are **more people addicted to nicotine?**

Background

Electronic inhalation products

- E-cigarettes
 - electronic nicotine delivery system (ENDS)
 - contain liquid instead of tobacco
 - liquid is heated and vaporized (not burned)
 - liquid may contain nicotine but does not have to contain nicotine
 - only sold in tobacconists in Austria
 - Since 1th October 2026 subject to Tobacco and Non-Smoker Protection Act (TNRSG)



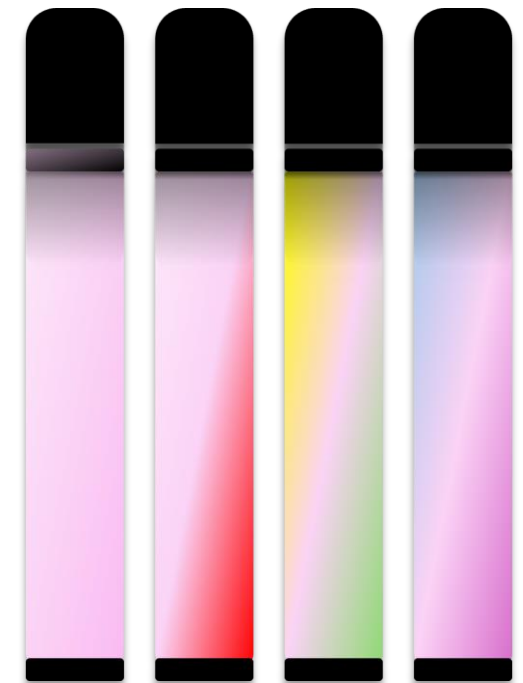
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Ref: BfR 2025; BMSGPK 2020; TNRSG 2025

Background

Electronic inhalation products

- Vapes
 - disposable electronic cigarettes, pre-charged and pre-filled with liquid containing nicotine salts (ENDS)
 - characterized by their USB stick-like Optic
 - numerous available flavours
 - advertised as healthier option because of synthetic nicotine (sponsored as “clean” nicotine)
 - Popularity due to social media and promotion by influencers
 - nicotine content varies between 0% and 50% (0 mg/ml and 50 mg/ml)
 - regulated by TNRSRG
 - sold in- and outside tobacconists, but not through online sales



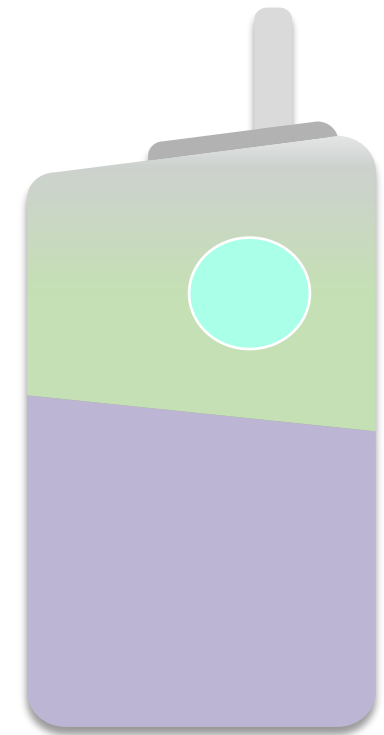
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Ref: Innocigs 2025; Arbeitsgemeinschaft Tabakprävention Schweiz 2022; TNRSRG 2025

Background

Electronic inhalation products

- Heated Tobacco products (HTPs)
 - Heat-not-burn technology (no EDNS)
 - Device and “heets” (litte tobacco sticks) are needed
 - regulated by TNRSG as “related products”
 - examples: IQOS[®], glo[®], plloom[®], paX[®]
 - Since spring 2020 on Austrian market
 - sold in exclusive boutiques, online and tobacconists
 - Sales: 2020: 25,845 units/kg of “heets”; 2023: 239,792 units/kg ⇒ 9 times as much



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Ref: WHO 2020; TNRSG 2025; BMF 2024

Background

Nicotine pouches

- Oral nicotine products (ONP) that do not contain tobacco
- Consumed orally
- first sale in Austria in 2019
- Nicotine content varies between 1.79 mg and 47.5 mg/pouch
- Advertised as a “healthier” and “invisible” alternative
- not subject to TNRSG
- not subject to tobacco tax



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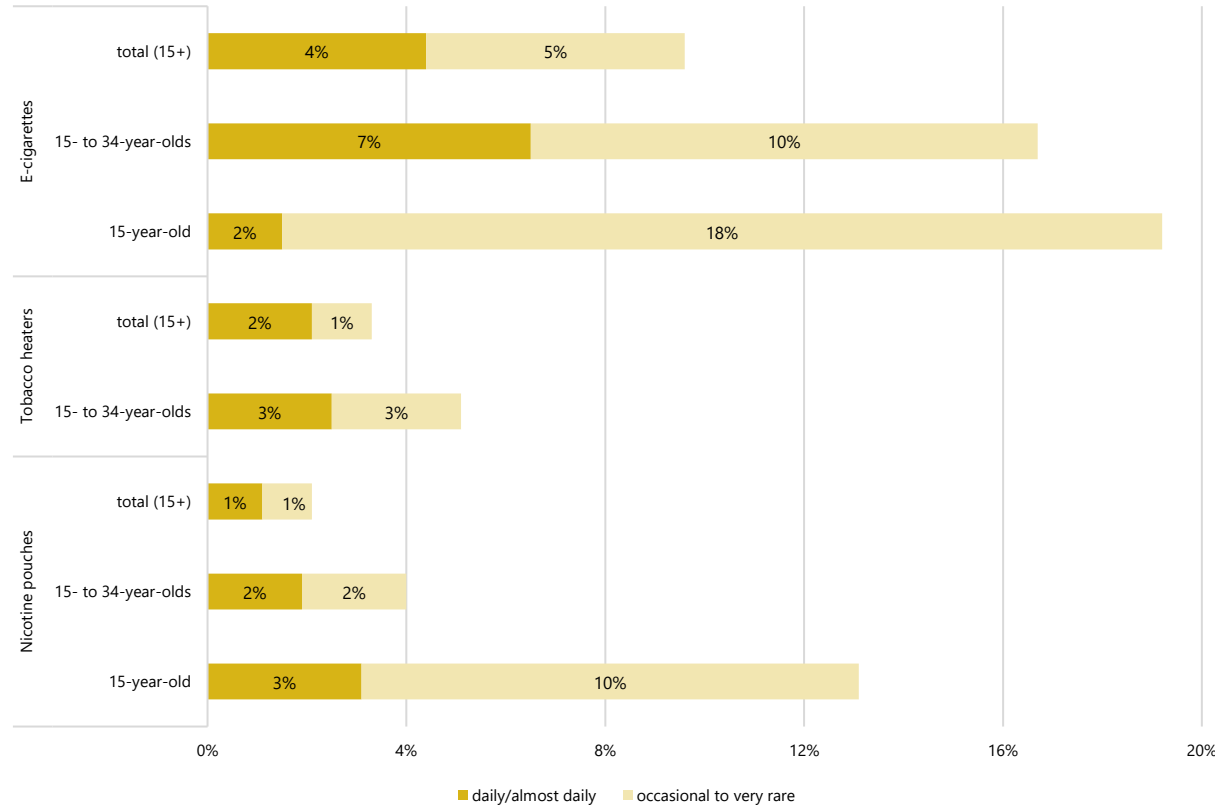
Ref: VIVID 2022; VIVID 2025; BfR 2022; TNRSG 2025

Method

Research question(s)

- How often are nicotine pouches now being consumed throughout Austria?
 - To what extent does the daily consumption of new nicotine products increase the proportion of daily nicotine users?
- Results from **general population surveys** (2015, 2020, 2022) and **school surveys** (HBSC 2002-2022)
 - Results from ESPAD survey (2024)
 - Conduction of **expert interviews** with expert from Austrian tobacco prevention sector (2023)

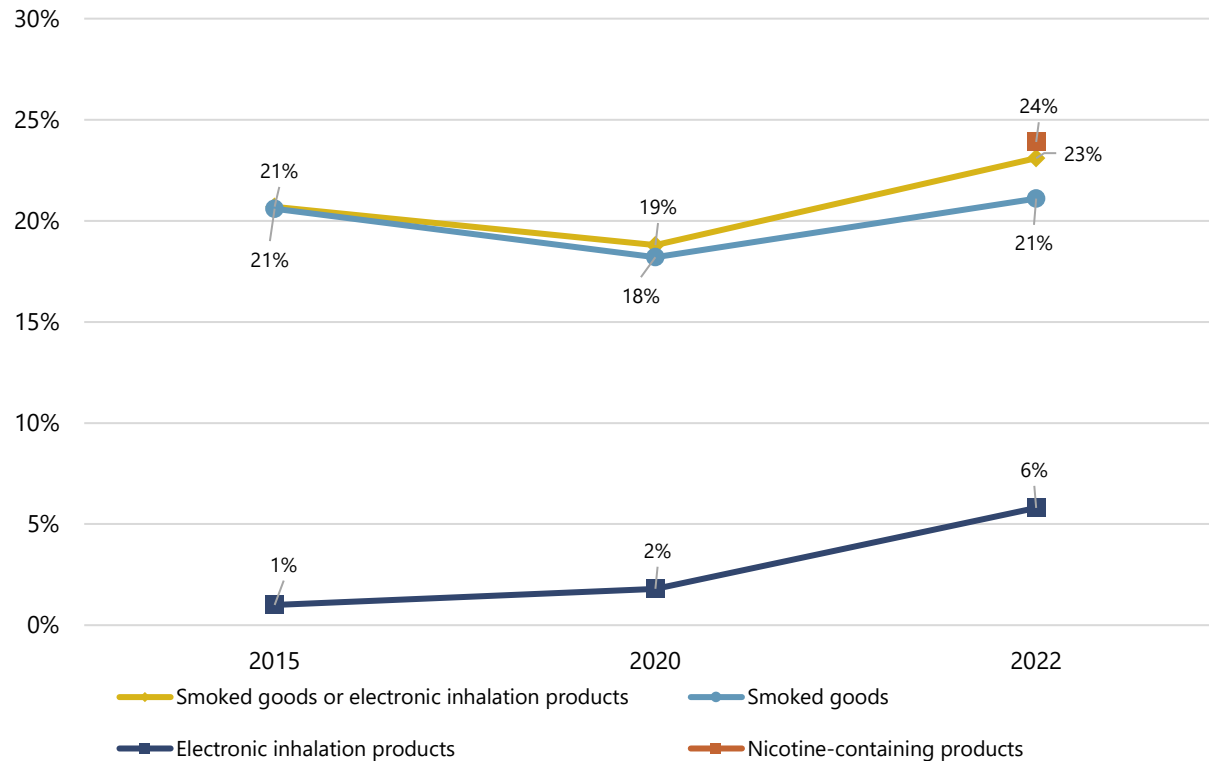
Results: Selection Consumption of new nicotine products in the last 30 days



- Total population (15+)
 - **E-cigarettes most widespread** new product
 - 4,4% daily/almost daily consumption
- 15-year-olds
 - **Nicotine pouches** are the **most popular** new product
 - 3,1% daily/almost daily consumption
- 15- to 34-year-olds
 - **E-cigarettes most widespread** new product
 - Tobacco heaters takes **second place**

Ref.: General Population Survey 2022

Results: Daily or almost daily consumption of selected nicotine-containing products in the population 15+

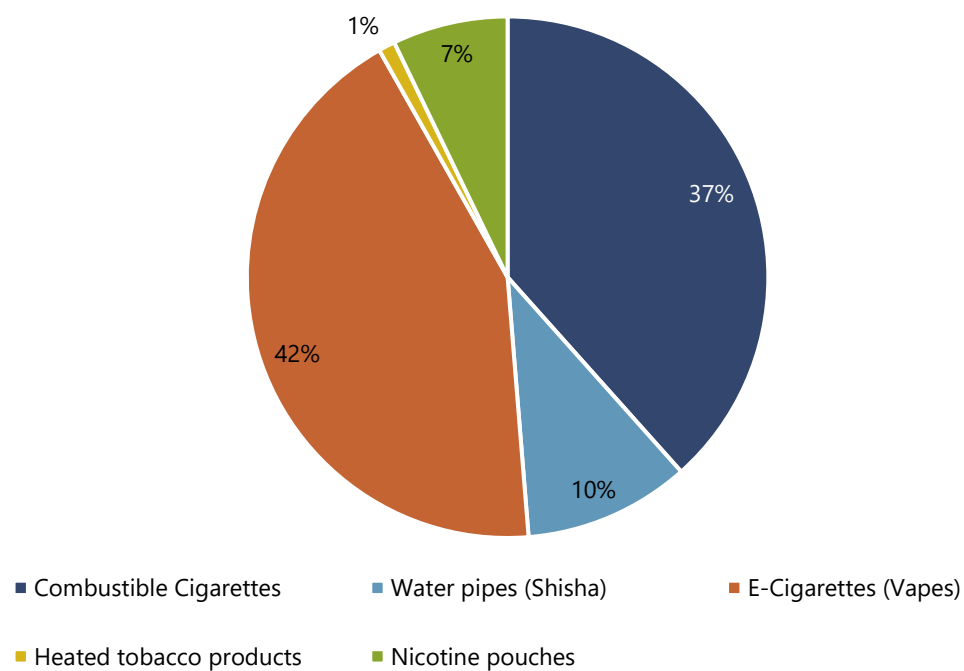


- proportion of those who consume **any nicotine-containing product** on a daily basis exceeds the proportion of daily smokers in the total population by **three percentage points**

Ref.: General Population Survey 2015, 2020, 2022

Note: Smoking products include cigarettes, cigars and pipes. Electronic inhalation products include e-cigarettes, e-shishas, e-pipes and, since 2020, tobacco heaters.

Results: First tried product containing tobacco and/or nicotine

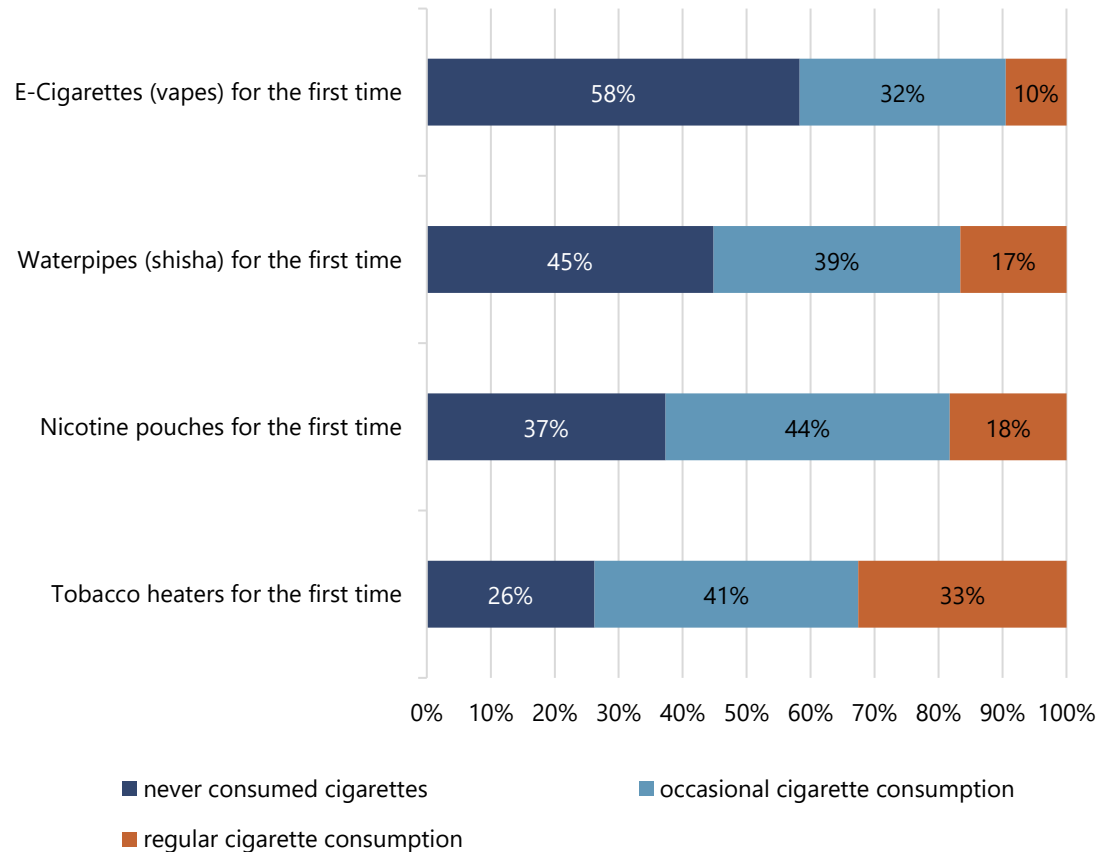


- **E-cigarettes** were the **most common gateway product** for nicotine use among young people

Ref.: ESPAD 2024

Note: in relation to all respondents who have tried at least one of these tobacco and/or nicotine products at least once in their lives (n = 4,354). The proportion of heated tobacco smokers is less than 1 %.

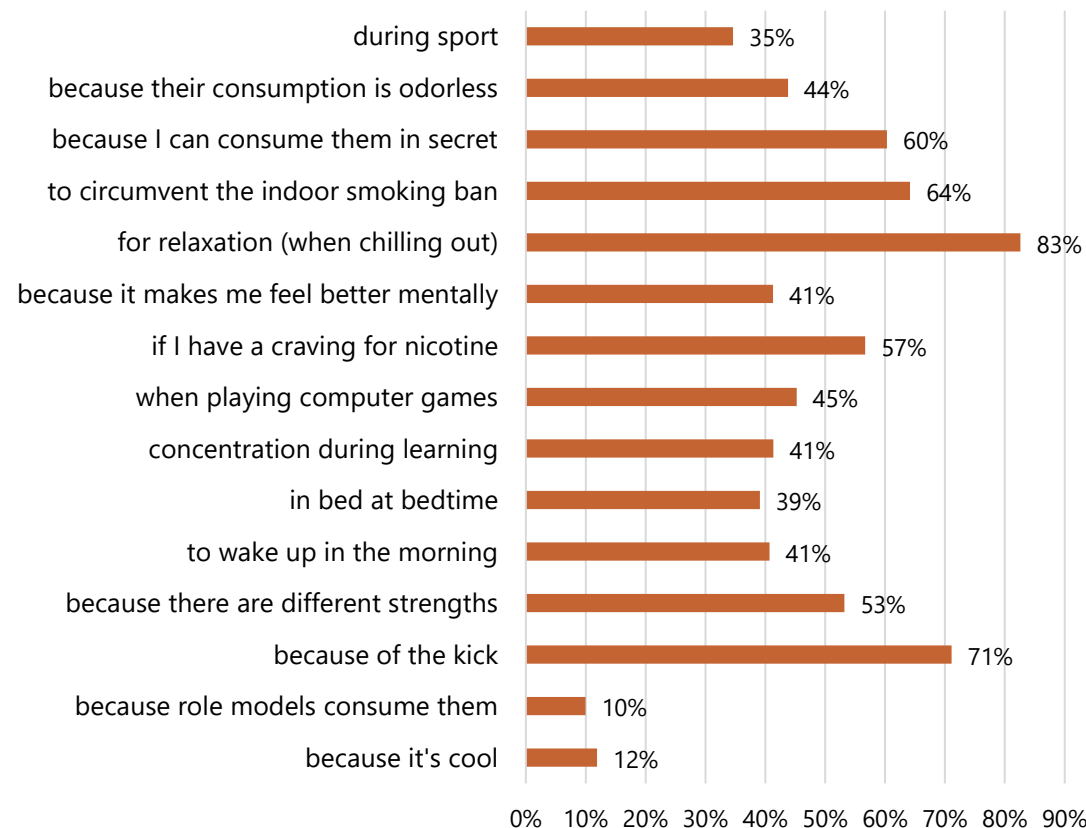
Results: Consumption status of conventional cigarettes at the time when other nicotine-containing products were tried for the first time



- **consumption status** with regard to conventional cigarettes (never consumed classical cigarettes):
 - First use of e-cigarettes: 58%
 - First use of water pipes (shisha): 45%
 - First use of nicotine pouches: 37%
 - First use of tobacco heaters: 26%

Ref.: ESPAD 2024

Results: Motives and settings for the use of nicotine pouches



- 6% percent daily consumption in age group 15
- Boys more likely using nicotine pouches
- Girls using e-cigarettes more frequently
- Main motive for nicotine pouches
 1. Relaxation
 2. Give yourself a kick
 3. to avoid indoor smoking ban
- Hidden and unnoticed consume
- Biggest challenge: lack of legal regulation regarding sales, sponsoring, advertising

Ref.: ESPAD 2024

Note: Proportion of responses to "I use nicotine pouches ..." among respondents who have used nicotine pouches in the last 30 days (n = 1,099; multiple answers possible)

Conclusion

- Questioning the harm-reduction thesis:
 - The increase of consumption of new nicotine products overcompensates the decrease of daily smoking conventional cigarettes – more people are addicted to nicotine
 - Important to monitor not only at daily cigarette smokers, but also at all those who consume nicotine products on a daily basis
 - Especially the high prevalence of nicotine pouch use among schoolchildren is particularly problematic from a health/prevention perspective
 - Regulations are needed which on one hand allows to use the harm reduction potential of new nicotine products but on the other hand prevent that they are becoming lifestyle products initiating nicotine consumption (especially for young people)
- Nicotine pouches:
 - should be incorporated in TNRSg due to applicability of product regulations, advertising and sponsoring bans
 - Further research: differentiation between prevention and harm reduction perspective, all pros and cons taken into account

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