



Wholesale of tobacco products

Before you sell tobacco products as a wholesaler, you must apply to the municipality for a permit. To obtain a permit, you must show that you are a suitable person to run such a business.

This information leaflet summarises some of the provisions that apply to wholesalers. However, it is important that you familiarise yourself with all of the rules that apply to your business.

You need a permit

If you intend to sell tobacco products to anyone other than consumers – to retailers or other wholesalers, for example – you need a permit.

You need a separate wholesale permit even if you already have a permit to retail tobacco products. A single permit permits you to wholesale tobacco products anywhere in Sweden.

A permit may be open-ended, i.e., it is valid until you relinquish the permit or the municipality revokes it. There are also permits that are valid for a limited period of time. The requirements placed on applicants are the same regardless of whether the permit is open-ended or time-limited.

Submit your application to the municipality

Your application to wholesale tobacco products should be submitted to the municipality in which your business has its registered office. If your business is not registered in Sweden, submit your application to the municipality in which your company has a permanent place of business.

In examining your application, the municipality will request an opinion from the Swedish Police Authority and Swedish Customs. The municipality may also request information from the Swedish Tax Agency and Swedish Enforcement Authority.

The municipality charges a fee

The municipality is entitled to charge a fee for examining your permit application.

You must submit a self-monitoring programme

You must attach a self-monitoring programme to your application to the municipality. The programme shall include the procedures you have in place to ensure the legal compliance of the business, both with regard to sales and the handling of the products in general.

The municipality must approve the self-monitoring programme before issuing a permit.

Labelling and product presentation

The packaging of consumer tobacco products must include text and, in certain cases, illustrations warning of the health risks associated with tobacco use. Tobacco products must also have unique identity and security labels.

Further information on labelling can be found in the Act (SFS 2018:2088) and Ordinance (SFS 2019:223) on Tobacco and Similar Products, in related regulations and on the website of the Public Health Agency of Sweden.

Product requirements and reporting obligation

It is prohibited to sell cigarettes, roll-your-own tobacco or heated tobacco products with characterising flavours to consumers on the Swedish market. This also applies to tobacco products containing prohibited additives.

If you manufacture or import tobacco products, you must report your products to the Public Health Agency of Sweden. This applies to all tobacco products intended for sale on the Swedish market. It is prohibited to supply tobacco products that have not been reported.

Further information on product requirements and reporting obligations can be found in the Act (SFS 2018:2088) and Ordinance (SFS 2019:223) on Tobacco and Similar Products, in related regulations and on the website of the Public Health Agency of Sweden.

Supervision

Municipalities, the Swedish Police Authority and the Public Health Agency of Sweden may conduct

inspections to ensure that you are running your business in compliance with legislation and regulation.

You must provide the municipality, the Swedish Police Authority and the Public Health Agency of Sweden with the necessary information and documentation to exercise supervision. They also have the right to access all premises belonging to the company.

In the exercise of supervision, the municipality may request information from agencies such as the Swedish Police Authority, Swedish Tax Agency and Swedish Enforcement Authority.

Municipalities and the Public Health Agency of Sweden are permitted to charge a supervisory fee.

Important to comply with the regulations

If you fail to comply with regulations, the municipality may revoke your permit. If the shortcomings are not serious enough to warrant revocation, the municipality may issue a warning or an injunction to rectify the shortcomings.

The Public Health Agency of Sweden may also issue a warning, injunction or prohibition.

The breach of certain regulations is a criminal offence, meaning that you may be fined or imprisoned.

It is therefore vital that your business has procedures in place to ensure regulatory compliance.

Important things to keep in mind

You need to apply to the municipality for a permit to sell tobacco products.

When you apply to the municipality, you must submit a self-monitoring programme.

The municipality, the Swedish Police Authority and the Public Health Agency of Sweden may conduct inspections.

A single permit permits you to wholesale tobacco products anywhere in Sweden.

If there are any significant changes to your business, you must notify the municipality without delay.

As a wholesaler, you must make sure that those you sell to hold a permit to sell tobacco products.

The municipality, the Swedish Police Authority and the Public Health Agency of Sweden may conduct inspections.