



How do adolescents view snus?

The use of snus (moist tobacco) among adolescents in Sweden has increased in recent years, especially among girls. To get a deeper understanding of this behaviour, we interviewed 25 adolescents about snus and the use of snus. In this factsheet, we summarise their views on the use of, exposure to, health aspects of and flavouring of snus.

There has been an increase in the use of nicotine products among young people. This is shown by results of a national school survey conducted in 2022 by the Swedish Council for Information on Alcohol and Other Drugs. It is also evident in The national public health survey "Health on equal terms" that the use of nicotine products, such as nicotine snus and e-cigarettes, is common in the youngest age group, those aged 16–29. To get more knowledge about how young people view snus, we conducted an interview-based study in 2021 with 25 adolescents aged 13–19.

Snus is common and easy to get hold of

The survey shows that snus is present in young people's everyday lives, and that virtually everyone has someone in their environment who use snus. Some also believe that they are exposed to snus in social media, usually in marketing.

Many believe that peer pressure is the biggest reason why people start using snus, as well as having friends who use snus. Everyone who has ever used snus tried it for the first time together with friends. Using snus is also considered to be quite cool and popular.

Most of the adolescents believe that snus is the most popular tobacco or nicotine product among teenagers today, especially flavoured nicotine snus. What friends and other people around you use will usually determine which product you choose. The price and how easy a product is to get hold of may also have an impact. But the availability of snus does not seem to be a problem or something that the adolescents reflect on to any significant degree.

Snus is viewed as moderately unhealthy

Adolescents who never tried snus generally have a negative attitude, and describe taking snus as unnecessary, harmful to health and addictive.

However, most of the interviewed young people, regardless of whether or not they have tried it themselves, do not consider snus to be a major issue as it is so common, and that everyone should make their own choices. Those who occasionally use snus agree that it has negative effects on their health and are aware of the risks, but that they still use it. Snus is also compared to cigarettes, which are perceived to be more harmful to health.



Nicotine snus is particularly popular among young people

Nicotine snus is viewed by many of the adolescents as fresher, trendier and healthier than tobacco snus. Trends in different groups may also affect the choice of snus, and it appears that it is primarily girls and younger people who use nicotine snus.

The adolescents believe that flavoured snus encourages more people to try it or to continue using it. Many of the 25 interviewees believe that the manufacturers have deliberately chosen flavours that attract young people, such as flavours of sweets and fruit.

Want to find out more?

You can find the report (only in Swedish) *Hur ser ungdomar på snus – erfarenheter och insikter från ungdomar om snus och snusanvändning* (How adolescents view snus – experiences and insights from adolescents about snus) on our website www.folkhalsomyndigheten.se