

# GINN Denounces That Equating Nicotine Pouches with Tobacco Creates Unjustified Alarm



The Global Institute for Novel Nicotine (GINN) strongly condemns the growing spread of misinformation in Spain that equates **nicotine pouches** with **oral tobacco or snus**, warning that this misleading narrative is generating unnecessary public fear and confusion.

## A Clear Distinction

Nicotine pouches are **tobacco-free**, produce **no combustion or smoke**, and have been recognized in numerous countries as **reduced-risk alternatives** for adult smokers. Conflating these products with oral tobacco distorts scientific facts and undermines efforts to introduce effective harm reduction strategies.

**“Excessive restrictions—even leading to a ban—will not solve anything,”** said **Mónica Andrade**, Country Director of GINN Spain. “On the contrary, they risk driving consumers into unregulated markets that offer no safety or quality controls, as we’ve seen with other products in the past.”

## A Regulatory Proposal Without Science

GINN is particularly concerned with the Spanish Ministry of Health's draft Royal Decree, which proposes limiting nicotine pouches to **0.99 mg of nicotine per unit**—a threshold that lacks scientific backing and is well below levels seen in other regulated markets, where **5 mg per pouch** is often the minimum to meet adult consumer needs.

The proposed cap would effectively **ban over 99% of the market**, despite the fact that these products became legal in Spain as of **April 1, 2025**, and are already subject to a **€120/kg excise tax**. GINN argues that such a measure reinforces the cigarette monopoly rather than advancing public health goals.

### **Learning from Sweden**


In Sweden, nicotine pouches and snus have helped the country reach “**smoke-free**” **status** (under 5% daily smoking prevalence), proving their value in tobacco harm reduction. GINN believes this model can inform more balanced, science-based policymaking in Spain and beyond.

### **Call for Evidence-Based Regulation**

GINN urges Spanish policymakers to **reject alarmist rhetoric** and instead adopt a **clear regulatory framework** based on scientific evidence, market realities, and international best practices. Prohibiting a less harmful product while allowing cigarettes to remain widely available contradicts public health objectives.

### **About GINN**

GINN is the European association representing manufacturers and distributors of novel nicotine products, including nicotine pouches. We advocate for responsible innovation, set industry standards, and support transparent collaboration with regulators and legislators across the EU.

 For further information or to connect with GINN Spain, contact [Mónica Andrade](#) | GINN Country Director, Spain.

 **Source:** [Retailers for the Future – Full Article \(Spanish\)](#)