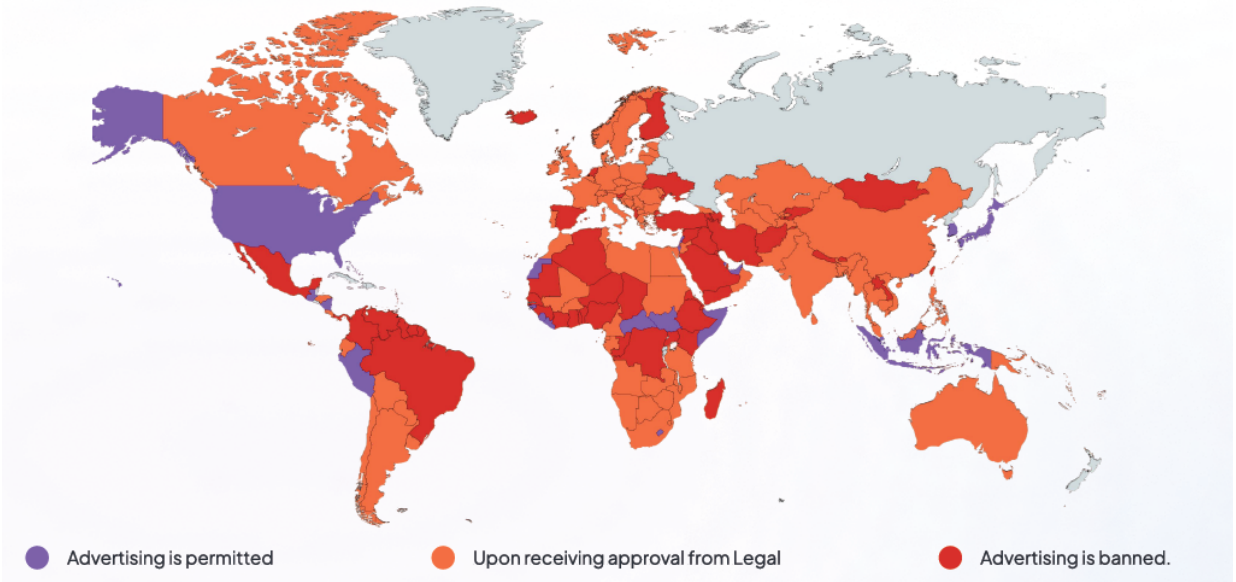
Tobacco Guidelines

Guidance for tobacco advertising

Tobacco advertising is subject to strict and varying regulations across different countries.
Tobacco advertising is subject to strict and varied regulations across different countries. Most countries around the world have banned all forms of tobacco advertising, both direct and indirect. As the regulatory landscape continues to evolve, even minor violations can result in severe legal penalties, financial loss, or reputational damage.
It is essential to assess the legal environment of each market before launching any tobacco-related advertising campaigns.
The map provided below offers a high-level overview of the legal status of tobacco advertising in different countries. However, final decisions must always be based on up-to-date legal consultation to ensure full compliance with local laws and regulations.
The map uses the following color coding to reflect legal conditions for tobacco ads:



Product classification notes:
Vapes, IQOS, Ploom, and other Heated Tobacco Products (HTPs): These are classified as tobacco products, and all tobacco advertising restrictions apply equally to them as to traditional cigarettes.

Oral Tobacco Products (e.g., Snus):
While Snus advertising is more flexible and widely accepted in Sweden, it is banned or highly restricted in most other countries.

All tobacco advertisements must receive legal approval before launching any campaign. Approval is valid only for the specific country that was reviewed.

Link to article

Revision #9
Created 25 March 2025 13:57:49
Updated 8 November 2026 14:14:10 by Roberta Karpoviciute