

# EuroHealthNet – Response to the consultation on ‘Tobacco products and tobacco advertising – revision of EU rules’

June 2026

[https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/17612-Tobacco-products-and-tobacco-advertising-revision-of-EU-rules\\_en](https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/17612-Tobacco-products-and-tobacco-advertising-revision-of-EU-rules_en)

EuroHealthNet welcomes this Call for Evidence and strongly supports an ambitious revision of the Tobacco Products Directive (TPD) and the Tobacco Advertising Directive (TAD), with health protection and health equity placed at the centre. The tobacco-free generation goal by 2040, set out in Europe’s Beating Cancer Plan, cannot be achieved while novel products continue to act as entry points into nicotine addiction.

EuroHealthNet therefore urges the Commission to ensure that the revision: (i) keeps the Directive adaptable and future-proof by covering all novel tobacco, nicotine, nicotine-like, and related products within a coherent regulatory framework. (ii) strengthens online regulation of marketing, advertising, and promotion targeting or reaching children and young people, including through safeguards for social media, influencer marketing, algorithmic targeting, and indirect lifestyle-based promotion; (iii) addresses the environmental harms associated with disposable e-cigarettes and single-use filters, including through coordination with the review of the Single-Use Plastics Directive; and (iv) includes stronger governance safeguards, in line with Article 5.3 of the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC), to protect policymaking from tobacco industry interference at both EU and national levels.

The Commission’s 2026 evaluation of the Tobacco Products Directive, Tobacco Advertising Directive and related policies across the EU (SWD(2026) 111 final) confirms that novel tobacco and nicotine products, including e-cigarettes, heated tobacco products (HTPs), and nicotine pouches, pose growing public health challenges, particularly for children, adolescents, and young people. They are increasingly exposed to flavoured, colourful, and widely marketed products that can encourage nicotine use and addiction, while several products that mimic tobacco or nicotine use remain outside the scope of the Directives. This regulatory gap must be closed without delay.

The revised framework should therefore extend its scope to nicotine pouches, HTPs, nicotine-derived and nicotine-like products, including those using nicotine analogues or substances designed to mimic the effects of nicotine, electronic non-nicotine delivery systems, and other products that imitate tobacco or nicotine use. It should introduce flavour bans, plain-packaging requirements, and marketing prohibitions that apply equally to novel and traditional products. As the WHO confirms, nicotine exposure during pregnancy is

harmful to brain development. These risks apply to all nicotine-containing and nicotine-like products, regardless of delivery mechanism.

Additionally, the TAD was designed for a pre-social-media environment and is no longer adequate for today's digital landscape. Influencer marketing, algorithmic targeting, and platform-based promotion have become major channels for reaching young people, as recognised in the Commission's evaluation. The revision should extend advertising, promotion, and sponsorship prohibitions to all digital channels, including social media, streaming platforms, and indirect marketing through brand identities, lifestyle content, and influencer-led promotion. Enforcement mechanisms must reflect the scale, speed, and cross-border nature of digital marketing.

Taken together, these measures are essential to ensure that the revised framework protects public health, reduces health inequalities, and responds to rapidly evolving tobacco and nicotine markets. They should be consistent with the health protection mandate set out in Article 168 of the Treaty on the Functioning of the European Union and guided by the precautionary principle.

EuroHealthNet remains available to contribute to this process, drawing on its networks, members' experience, and expertise in health equity and prevention policy.



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