



Changes to tobacco products sold in Australia in 2025

FAQs for tobacco retailers

Main points

- In the first half of 2025 there will be changes to tobacco products sold in stores.
- From 1 July 2025, all tobacco products sold in Australia must comply with new tobacco laws.
- Retailers should ensure they understand their responsibilities under the new laws.
- This document provides a summary for retailers on:
 - the changes to tobacco products;
 - what the changes mean for retailers; and
 - what retailers need to do to comply.
- Guidance and resources are available to help retailers understand the new tobacco laws.

Disclaimer: These FAQs are provided for general information. They do not give legal advice and the information is not to be relied on as a source of legal advice.

What are Australia's new tobacco laws and what is changing?

What are Australia's new tobacco laws?

The legislation that details the legal requirements for tobacco products and packaging sold in Australia has changed. This new legislation came into effect on 1 April 2024. Transition arrangements have provided time for people involved in the production, supply and sale of tobacco products to become compliant with the new tobacco laws. From 1 April 2025 to 30 June 2025 there is a transition period specifically for retailers.

From 1 July 2025, all tobacco products sold, offered for sale and supplied in Australia must comply with the new tobacco laws.

The new legislation is the *Public Health (Tobacco and Other Products) Act 2023* and the *Public Health (Tobacco and Other Products) Regulations 2024*. These can be accessed at health.gov.au/tobacco-legislation.

Other new legal requirements also apply, including on advertising and sponsorship of tobacco products. Separate guidance on these requirements is available at health.gov.au/tobacco-control.

Please note, where this document refers to the old or previous requirements for tobacco products, this refers to the requirements under the *Tobacco Plain Packaging Act 2011*.

What is changing?

The new tobacco laws change the way tobacco products are sold, and what they look and feel like for consumers.

In 2025, tobacco products will:



Have different names

Words like 'smooth' and names like 'gold' – that can falsely suggest some products are less harmful – will be removed.



Be consistent in size

Each cigarette pack will have 20 sticks, filtered or little cigar packs will have 20 cigars, and roll-your-own pouches will have 30 grams of tobacco. Each cigarette carton will have 10 packs.



Be consistent in shape and filter

Each cigarette stick will be the same length and width. Unique filters will be banned.



Not be flavoured and some ingredients will be removed

Certain ingredients and flavours (including menthol, rum and clove) that mask the harshness of tobacco, make it more addictive, easier to smoke and harder to quit, will be banned. Tobacco product accessories, including cards, capsules, crush balls and flavour beads will not be allowed.



Have new packaging

Updated health warnings and messages will be applied to packaging and products. This includes health messages printed directly on cigarette sticks. New information cards inside packaging will help support people to quit.

These changes may mean some tobacco products will no longer be available for sale.

There are also new rules on tobacco advertising and sponsorship that build on previous requirements. Further information on tobacco advertising and sponsorship including interaction with state and territory point-of-sale laws is available at health.gov.au/tobacco-advertising.

Why are these changes being made?

Tobacco smoking is the leading cause of preventable death in Australia. It is estimated to kill more than 24,000 Australians a year – this means that one person dies from smoking every 22 minutes.

Australia's new tobacco laws aim to:

- reduce the appeal of tobacco products to discourage smoking
- help make it easier for people to quit and stay quit
- prevent people from starting to smoke in the first place
- improve understanding of the health effects of smoking
- prevent tobacco products and packaging misleading Australians about the harms of smoking.

The changes do not reduce the health risk of smoking. No tobacco product or level of smoking is safe, and all tobacco is addictive.

Do the new tobacco laws apply to all tobacco products?

Yes, all tobacco products must comply with the new tobacco laws. This includes:

- cigarettes
- roll your own tobacco
- pipe tobacco
- shisha that contains tobacco as an ingredient
- cigars
- bidis.

What are my responsibilities as a retailer?

Retailers are responsible for:

- ensuring they understand their responsibilities under the new tobacco laws
- ensuring that all tobacco products they stock and sell meet the requirements of the new tobacco laws.

What do the changes mean for retailers?

Tobacco products will change significantly under the new tobacco laws. These changes impact retailers as old tobacco products are removed from sale and new tobacco products become available. There are critical deadlines to support this transition that retailers should be aware of.

The new tobacco laws took effect on 1 April 2024. Transition arrangements have provided time for people involved in the production, supply and sale of tobacco products to shift to the new tobacco laws.

The main transition dates are:

1 April 2024 to 31 March 2025

During this period, tobacco products that complied with the previous requirements or the new requirements were able to be supplied to retailers.

Retailers were able to sell tobacco products that complied with the previous or new requirements.

1 April 2025 to 30 June 2025

All tobacco products supplied to retailers must comply with the new tobacco laws. From 1 April 2025, retailers should no longer receive old stock.

During this period, retailers can sell tobacco products that comply with the new requirements and can also sell through (or return) old stock that complies with the previous requirements.

All old stock that complies with the previous requirements must be returned or sold by 30 June 2025.

From 1 July 2025

All tobacco products (other than those for export out of Australia) must comply with the new tobacco laws. Retailers can only stock and sell tobacco products that comply with the new laws. This includes any tobacco product on the premises, including on shelves, in cupboards, behind a counter, or in a storeroom.

What do I need to do during the retail transition period?

From 1 April 2025 to 30 June 2025, there is a transition period for retailers selling tobacco products.

During this period, retailers can:

- sell tobacco products that comply with the new requirements
- sell through tobacco products that comply with the previous requirements
- return old stock that complies with the previous requirements.

During this period, retailers should only receive tobacco products from their suppliers that comply with the new requirements.

If a retailer receives tobacco products from their supplier that does not comply with the new tobacco laws from 1 April 2025, they should return these to the supplier immediately. Retailers can also report the supply of non-compliant products online at [health.gov.au/tobacco-complaints](https://www.health.gov.au/tobacco-complaints) for investigation.

Retailers must sell through or return all old stock by **30 June 2025**.

How do I return old stock that does not comply with the new tobacco laws?

Retailers may wish to work with their suppliers now to manage stock levels. Retailers should ensure they can sell through or return the old tobacco products they have in stock by 30 June 2025.

Do all old products have to be returned by 30 June 2025?

Yes. Retailers must sell through or return all old tobacco products by 30 June 2025.

From 1 July 2025, all tobacco products sold, offered for sale and supplied in Australia must comply with the new tobacco laws.

How can I ensure I am compliant with the new tobacco laws?

Everyone involved in the production, supply and sale of tobacco products is responsible for complying with the new tobacco laws. This includes manufacturers, wholesalers, distributors, suppliers and retailers.

It is a retailer's responsibility to ensure they understand the changes and comply with the new tobacco laws.

Offences apply for non-compliance with the new tobacco laws.

How do I know if stock is compliant with the new tobacco laws?

Detailed guidance is available to help retailers understand the new tobacco laws. This is available at health.gov.au/tobacco-control.

Retailers may wish to speak with their suppliers about the new requirements to ensure they only supply tobacco products that comply with the new tobacco laws from 1 April 2025.

If a retailer has concerns about being able to comply with the new laws, they may wish to seek independent legal advice on the circumstances and scenarios applicable to them.

What if I receive non-compliant tobacco products from my supplier?

If a retailer suspects that they have received non-compliant tobacco products from their supplier, they should return these to the supplier immediately. A retailer can also report the supply of non-compliant products online at health.gov.au/tobacco-complaints for investigation.

What happens if retailers don't comply with the new tobacco laws?

If a retailer does not comply with the new tobacco laws, this may result in legal consequences. The Department of Health and Aged Care has the power to investigate and enforce these laws. Depending on the severity of the breach, consequences can range from remedial directions to large fines, or a retailer could be taken to court to face significant penalties.

As of 1 April 2025, individuals can face fines of up to \$660,000 for serious offences, while companies could be penalised up to \$6.6 million.

How can someone report a suspected breach of the new tobacco laws?

If someone suspects there has been a breach of the new tobacco laws, this can be reported online at health.gov.au/tobacco-complaints for investigation.

How can I help my customers with the changes?

Customers will notice changes to the taste, feel, name, size, shape and packaging of tobacco products. Some products they used to buy may no longer be available.

Posters that explain the changes to customers are available for retailers to display in store. These can be downloaded at health.gov.au/tobacco-legislation-resources.

If someone wants to quit smoking, there is now more support available to help them. They can talk to a health professional, call the Quitline on 13 7848, visit quit.org.au or download the free My QuitBuddy app.

Where can customers find out more information on the changes?

People can find information on the Department of Health and Aged Care website at health.gov.au/tobacco-control.

How do I address any concerns or complaints about the changes raised by customers?

If a customer has concerns or wants to make a complaint about the new tobacco laws, they can email tobacco.control@health.gov.au.

Where can I find more information on the changes and my responsibilities?

More information and guidance is available on the Department of Health and Aged Care website at health.gov.au/tobacco-control.