



Notification Number : 2025/0146/SE (Sweden)

The Swedish Consumer Agency's general advice on the marketing of alcoholic beverages to consumers

Date received : 14/03/2025

End of Standstill : 17/06/2025

Message

Message 001

Communication from the Commission - TRIS/(2025) 0738

Directive (EU) 2015/1535

Notification: 2025/0146/SE

Notification of a draft text from a Member State

Notification - Notification - Notifzierung - Нотификация - Oznámení - Notifikation - Γνωστοποίηση - Notificación - Teavitamine - Ilmoitus - Obavijest - Bejelentés - Notifica - Pranešimas - Paziņojums - Notifikasi - Kennisgeving - Zawiadomienie - Notificação - Notificare - Oznámenie - Obvestilo - Anmälan - Fógra a thabhairt

Does not open the delays - N'ouvre pas de délai - Kein Fristbeginn - Не се предвижда период на прекъсване - Nezahajuje prodlení - Fristerne indledes ikke - Καμμία έναρξη προθεσμίας - No abre el plazo - Viivituste perioodi ei avata - Määräaika ei ala tästä - Ne otvara razdoblje kašnjenja - Nem nyitja meg a késések - Non fa decorrere la mora - Atidéjimal nepradedami - Atlíkšanas laikposms nesākas - Ma jiftaħx il-perijodi ta' dewmien - Geen termijnenbegin - Nie otwiera opóźnień - Não inicia o prazo - Nu deschide perioadele de stagnare - Nezačína oneskorenia - Ne uvaja zamud - Inleder ingen frist - Ní osclaíonn sé na moilleana

MSG: 20250738.EN

1. MSG 001 IND 2025 0146 SE EN 14-03-2025 SE NOTIF

2. Sweden

3A. Komerskollegium

3B. Konsumentverket

4. 2025/0146/SE - H10 - Games of chance

5. The Swedish Consumer Agency's general advice on the marketing of alcoholic beverages to consumers

6. Games provided in Sweden.

7.

8. The general advice relates to the provisions on the marketing of games in the Gambling Act (2018:1138) as well as to



the Marketing Act (2008:486). The advice deals with the marketing of games primarily on the basis of the requirement of moderation that applies to all marketing of games and which is contained in Chapter 15, Section 1 of the Gambling Act. Among other things, the advice deals with marketing on the basis of specific situations and contexts, including the prohibition on directing game marketing to children and young people. The advice also addresses specific marketing practices on the basis of the requirement of moderation. The advice also contains sections dealing with the ban on direct advertising to excluded players and how certain information should be provided in connection with commercial communication. The advice also specifies what should apply in particular in connection with the marketing of bonus offers.

Justification for the absence of a mutual recognition clause

The Swedish gambling legislation, on which the general advice is founded, is based on a licensing system which means that companies wishing to conduct gambling activities in Sweden must hold a Swedish licence. Operators holding a licence must comply with the Swedish gambling legislation. The licensing system means that foreign operators cannot automatically provide their services in Sweden, even if they may be considered legal in other countries. Gambling companies that target Swedish consumers without a Swedish licence are to be regarded as dealing in unlicensed gambling that is not covered by the provisions of the Gambling Act. A mutual recognition clause is therefore not justified in the light of the structure of the licensing system.

Furthermore, the restrictions and limitations imposed by the Gambling Act are justified from a consumer protection perspective and with the aim of protecting public health.

9. The purpose of the general advice is to promote the uniform application of the provisions on the marketing of games contained in the Gambling Act (2018:1138). Furthermore, the advice aims to simplify the interpretation of the requirement of moderation and provide the industry with guidance on how the marketing of games should be designed in order to be compatible with current legislation.

10. Reference(s) to basic text(s): No basic texts available

11. No

12.

13. No

14. No

15. Yes

16.

TBT aspects: No

SPS aspects: No

European Commission

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