



Australian
BORDER FORCE

Australian Customs Notice No. 2026/29

Changes to nicotine pouch regulations

From 24 July 2026, there is no longer a lawful pathway for consumers to buy or import nicotine pouches in Australia. Nicotine pouches are small, tobacco-free sachets that can contain nicotine, often in high concentrations. They may also contain other chemicals such as sweeteners, flavours and undeclared substances.

The *Therapeutic Goods Legislation Amendment (Fees and Other Measures) Regulations 2026* removes previous exemptions for the importation of nicotine pouches under the Personal Importation Scheme (including the exemption for travellers), the Authorised Prescriber Scheme and the Special Access Scheme.

This means that:

- Consumers can no longer import nicotine pouches under the Personal Importation Scheme, even with a prescription from a medical practitioner.
- Travellers cannot bring nicotine pouches into Australia as the traveller's exemption no longer applies to nicotine pouches.
- Medical practitioners and pharmacies cannot supply them.
- Companies that want to sell a nicotine pouch product in Australia must first register it on the Australian Register of Therapeutic Goods as a prescription-only medicine, which requires demonstration that the product is safe and effective and meets Australia's regulatory standards.

It remains illegal for retailers, including online sellers, to advertise or sell nicotine pouches in Australia.

From 24 July 2026, nicotine pouches cannot lawfully be imported into or supplied in Australia unless they are:

- entered on the [Australian Register of Therapeutic Goods](#), or
- subject to another statutory exemption pathway contained in the *Therapeutic Goods Act 1989*.

As at 24 July 2026, there are no nicotine pouch products included on the [Australian Register of Therapeutic Goods](#).

Treatment of unlawful importations of nicotine pouches

Unlawful importations of nicotine pouches will be seized by the ABF from this date.

Applicable penalties under the *Therapeutic Goods Act 1989* for import offences include imprisonment for up to 5 years or up to 4,000 penalty units or both, depending on the circumstances, and for corresponding civil penalties, up to 5,000 penalty units for an individual or 50,000 penalty units for a company.

Further Information

Information is available on the [Australian Border Force](#) website prohibited goods page.

For further information on nicotine pouch reforms visit the [Therapeutic Goods Administration](#) website. For additional information about the reforms, including the definition of a nicotine pouch, you can also refer to the legislation including the explanatory material [*Therapeutic Goods Legislation Amendment \(Fees and Other Measures\) Regulations 2026*](#).



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