



Australian Government

Department of Health and Aged Care

# CHANGES TO TOBACCO PRODUCTS IN 2025

New Australian laws will reduce the appeal of tobacco products, ensure the harms of smoking are clear, and help make it easier for people to quit.

In 2025, tobacco products will:



**Taste and feel different**  
Certain ingredients, flavours (including menthol) and accessories, that mask the harshness of tobacco, will be banned.



**Be consistent in shape and filter**  
Each cigarette stick will be the same length and width, and unique filters will be banned.



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



**Have new health information and support to quit**  
Updated health warnings and messages will be applied to packaging and products.



**Be consistent in size**  
Each cigarette pack will have 20 sticks. Roll-your-own pouches will have 30 grams of tobacco.

These changes:

- may mean some tobacco products will no longer be available
- come into full effect on 1 July 2025, but you may start to notice them before this date
- do not reduce the health risk of smoking. No tobacco product is safe, and all tobacco is addictive.



[health.gov.au/tobacco-control](https://health.gov.au/tobacco-control)

**Quitline®**  
**137848**