



UK Vaping Industry Association

**Media Pack**



## About the UKVIA

The UK Vaping Industry Association (UKVIA) is the country's leading industry body for supporting, developing and promoting the multi-billion pound vaping industry, the UK's largest growing consumer goods sector. In doing so it is spearheading one of the biggest market disruptions in the 21st century - the seismic shift from smoking to vaping.

The UKVIA comprises some of the UK's most entrepreneurial and fastest growing independent vaping businesses, tobacco companies who are seizing the opportunity to play their role in the move towards a smokefree society and a range of professional and ancillary services providers

The Association represents the largest proportion of the UK marketplace and the entire supply chain including manufacturers, retailers, wholesalers, distributors and compliance service providers who all share the vision of "a world where the evidence-based life changing public health benefits of vaping products are fully understood and the positive impact is maximised."

The UKVIA's activities are focused on:

- Campaigning for regulation which is in the health and safety interests of consumers and is fair to the vaping industry;
- Raising awareness of vaping amongst smokers and educating them about the products on the market through our VApril campaign;
- Setting the highest levels of quality standards in the industry and demonstrating that the industry is a responsible one.
- Promoting the growth of the sector and its contribution to the UK economy
- Addressing the misinformation that has plagued the industry
- Gaining acceptance, recognition and support from the public health community that vaping represents one of the best ways to quit smoking and a major public health prize that should be seized upon.

## The story about vaping

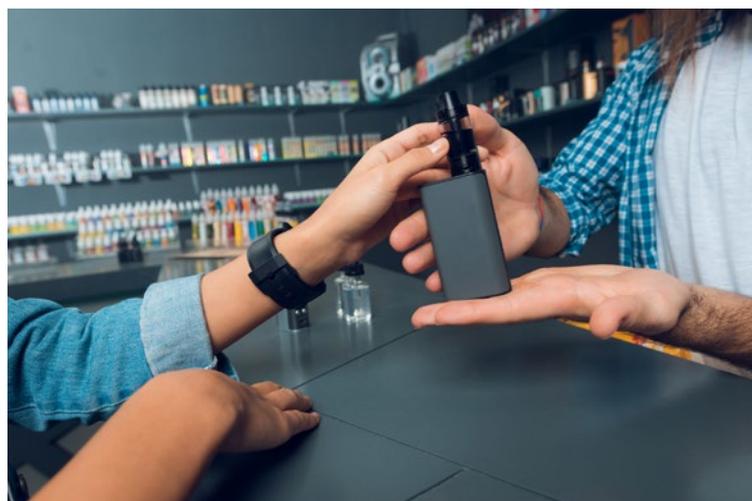
Vaping will be known as one of the 21st century success stories, responsible for changing one of the most rooted habits in the world – smoking.

Whilst the modern e-cigarette is said to have been invented in 2003 by Chinese pharmacist Hon Lik, the vaping industry started to truly emerge in the UK from 2007 onwards with the introduction of the smoking ban which prohibited smoking in almost all enclosed public spaces. The rest as they say is history.

The market has been driven largely by entrepreneurial SMEs, many of which have gone on to become major businesses in their own right on the back of one of the fastest growing industries in the world. Tobacco and pharmaceutical companies have also entered the market in the last five years, a period in which the sales of vaping products have exploded.

The rise of vaping is reflected in the continuous innovation in the marketplace which is responding to evolving consumer demand: from first generation cigalikes, designed to appeal to smokers, to third generation mods which enable vapers to self assemble with a range of flavoured e-liquid, tanks and atomisers.

Its success is also seen through the increase in sales channels from online wholesaling and retailing in the early days through to products making their way into the retail convenience and multiples sector, and more recently the emergence of specialist vape stores and e-commerce offerings as a result of the growing diversity of product types.



As the vaping industry has established itself, there has been mounting evidence published by a number of respected and high profile organisations showing that vaping is far more safer than smoking and is helping significant numbers of smokers to quit.

Governments have realised the potential of vaping versus smoking but there is still much more to be done so that the sector is not put in the same bracket as smoking, for example when it comes to advertising regulations. In the Tobacco Control Plan, the UK Government acknowledged the

significant role that vaping has played in helping smokers to quit. Public Health England's annual vaping evidence review 2020 continues to support the public health benefits of vaping versus smoking, reaffirming that vaping regulated nicotine products has a small fraction of the risks of conventional cigarettes.

## Facts about vaping and smoking

**95%**

Vaping is at least 95% less harmful than smoking

Public Health England Vaping Evidence Review 2019

**68%**

Nearly two thirds of vapers (68%) said they never thought they would quit smoking until vaping came along

One Poll research 2019

**70,000**

E-cigarettes helped an additional 50-70,000 smokers in England to quit in a single year

University College London 2019

**3 million**

Over 3m smokers have already used vaping to quit or reduce their smoking

Action on Smoking and Health 2018

**2,000**

The estimated number of vape retail outlets in the UK

**3.5x**

Smoking cigarettes cost around 3.5 times as much as using e-cigarettes

Cancer Research UK 2018

**3.6 million**

Vapers in the UK, representing 7.1% of the Great Britain population

Action on Smoking & Health 2019

**54%**

The number of vapers who have given up smoking altogether

Action on Smoking & Health 2019

# 31%

The most favourite flavour is fruit with a third of current vapers using it

Action on Smoking & Health 2019

# <1%

The proportion of young people who have never smoked and are current vapers

Public Health England Vaping Evidence Review 2020

# 37%

The proportion of current smokers who have not tried vaping products, amounting to more than 2.5m smokers

Public Health England Vaping Evidence Review 2020

# 2x

E-cigarettes are twice as effective than nicotine patches, guns or spray for quitting cigarettes

NHS 2019

# 6.9 million

Smoking amongst adults in the UK has continued to decline over the past ten years and in 2019 was 14.1%, equating to 6.9m people

Office of National Statistics 2020

# 52.7%

In Great Britain more than half of people aged 16 years and above who currently smoked said they wanted to quit

Office of National Statistics 2020

# 12.41bn USD

The value of the global e-cigarette and vape market in 2019

Grand View Research 2019



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