



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 nation's and the world's most entrepreneurial, innovative and fast-growing vape businesses, as well as a range of professional and ancillary services providers. It 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 annual 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 and continues to drive incorrect perceptions about the harm reduction benefits of vaping and;
- 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 great 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 during a period in which the sales of vaping products have exploded.

The rise of vaping is reflected in the continuous innovation demonstrated by the marketplace, which has and continues to respond to evolving consumer demand with the development of new and varied device types. These range from first generation cigalikes to third generation mods, which enable vapers to self-assemble with a range of flavoured e-liquids, tanks and atomisers and, most recently, disposable vapes, which offer an affordable, convenient and accessible avenue away from traditional cigarettes.

Its success is also seen through the increase in sales channels from online wholesaling and retailing in the early days to the retail convenience and multiples sector, as well as critical specialist vape stores. As the vaping industry has established itself, there has also been mounting evidence published by a number of respected and high-profile organisations showing that vaping is far less harmful 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.

The UK Government acknowledged the significant role that vaping has played in helping smokers to quit, with the Office for Health Improvement and Disparities (formerly Public Health England) reaffirming that vaping only poses

a ‘small fraction’ of the risks of smoking and highlighting the immense smoking cessation potential of vaping in its ‘Nicotine Vaping in England’ 2022 evidence review.

Facts about vaping and smoking

1

Perceptions of harm from vaping among smokers are increasingly incorrect and out of line with the evidence. Currently four in ten adult smokers wrongfully believe vaping is as or more harmful than smoking
Action on Smoking and Health UK, 2023

2

Vaping is at least 95% less harmful than smoking
Office for Health Improvement and Disparities, Nicotine Vaping in England: 2022 Evidence Update

3

UK smoking levels have fallen to just 12.9% - the lowest levels since records began. Vaping has previously been acknowledged as a reason for the decline in smoking in the UK
Office for National Statistics report, 2022

4

55% of current vapers who are ex-smokers have been vaping for over 3 years
Action on Smoking and Health UK, 2023

5

In Stop Smoking Services in 2020 and 2021, quit attempts involving a vaping product were associated with the highest quit rates
Office for Health Improvements and Disparities, Nicotine Vaping in England: 2022 Evidence Update



6

There is significantly lower exposure to harmful substances from vaping compared with smoking, as shown by biomarkers associated with the risk of cancer, respiratory and cardiovascular conditions
Office for Health Improvements and Disparities, Nicotine Vaping in England: 2022 Evidence Update

7

There is high certainty evidence that people are most likely to stop smoking for at least six months using nicotine vapes than using nicotine replacement therapies such as patches and gums
Cochrane Review, research by University of Oxford, funded by Cancer Research UK, 2022

8

There have been no identified health risks of passive vaping to bystanders
Public Health England Vaping Evidence Review, 2018

9

The proportion of the population using e-cigarettes in 2023 is 9.1%, the highest rate ever, equal to 4.7 million adults in Great Britain
Action on Smoking and Health UK, 2023

10

The average smoker could save at least £1,000 annually by switching to vaping – a disposable income boost of more than 10% in some regions of the UK
Adam Smith Institute, 2022



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