

BE VAPE VIGILANT

The UK Vaping Industry Association's nationwide Be Vape Vigilant initiative was created to mobilise legitimate retailers and the general public to play a key role in putting unscrupulous sellers on the radar of Trading Standards.

To date, **more than 100 people** have filed reports against retailers suspected of engaging in underage and illicit vape sales through the campaign. This infographic sheet breaks down key data from these reports.

The types of retailers reported:

52%

were non-specialist

48%

were specialist vape

23% were online sellers

77% were physical sellers

One was based out of a **private residence**

One was a **dessert shop**



Types of reports:

18%

related exclusively to underage vape sales

47%

related exclusively to illicit products

More than **1/3** of the reports related to both underage and illicit vape sales

2 of the suspected rogue sellers have previously been reported to Trading Standards

8 of the reported sellers were suspected of engaging in other illegal activities



Geography of the reports:

84%

were in England

9%

were in Scotland

7%

were in Wales



London, Liverpool, Glasgow, Edinburgh, Sheffield and Manchester were among the other major cities to have been included in reports.

Swansea was the area with the highest number of reports