



UK smoking rates have fallen to just 11.9% - the lowest level since records began. Vaping has played a major role in this decline.

The Office for National Statistics, 2024

Join the 5.2 million adults who have cut down on or stopped smoking through vaping.

Action on Smoking and Health UK, 2024



Visit **www.ukvia.co.uk/healthcare** hub today for more information on vaping as a stop smoking tool and for guidance to help you make the switch.

UKVIA
UK Vaping Industry Association

The UKVIA does not represent the interests of the tobacco industry, and vape companies which are owned, either wholly or partially, by the tobacco industry are not eligible for UKVIA membership. The UKVIA does not accept any funding from tobacco companies and our individual members are free from any control or ownership by the tobacco industry.



Nicotine e-cigarettes are amongst the 'most effective' stop smoking tools available

Cochrane Review, research by the University of Oxford, 2023

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Half of successful quit attempts over the past five years involved a vape.

Action on Smoking and Health UK, 2024

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There is 'no good evidence' that vaping causes cancer – smoking is the leading cause of cancer in the UK, and worldwide.

Cancer Research UK, 2023

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Smoking is a leading cause of preventable death and disease. Each cigarette smoked costs up to 22 minutes of life.

University College London, 2025

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Nicotine vaping is not risk-free, but it is substantially less harmful than smoking.

NHS Better Health

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Action on Smoking and Health UK, 2024



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Evidence shows that nicotine vapes are actually more effective than nicotine replacement therapies, like patches or gum.

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