ESTONIA: A CAUTIONARY TALE

As a result of the 2020 flavor ban that left only Tobacco and Menthol flavors in the legal market, almost 60% of Estonian vapers mix their own liquids or turn to the black market, which has developed since.

OVER HALF will be pushed back to smoking, the black market, and mixing liquids.

Source: Ipsos Consumer Survey, April 2022

WHY VAPE?
The primary reason for vaping in the Netherlands is related to smoking – reducing or stopping it, or due to e-cigarettes being perceived as less harmful.

IMPORTANCE OF FLAVOR
8 out of 10 Dutch vapers find flavors very important or important for their decision to vape.

FLAVOR OPTIONS
Flavors other than tobacco, particularly fruit, mint and menthol flavors, are key for almost 70% of Dutch vapers to switch and stay away from smoking.

RISK TO DUTCH VAPERS
Only 1/5 of Dutch vapers would stop using nicotine products if the ban were put into law, while almost 1/3 of them would go towards the worse alternative – smoking cigarettes. 1/4 of vapers would try to find their flavors some other way, mainly across the border or online.

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