VAPING FLAVOR BANS: A PUBLIC HEALTH DISASTER

WHY VAPE?
Swedish vapers have indicated that they vape to reduce and quit smoking.

IMPORTANCE OF FLAVOR
87% of Swedish vapers consider flavors to be important when it comes to their decision to vape.

FLAVOR OPTIONS
Fruit and Mint/Menthol flavors are critical for Swedish vapers to switch and stay away from smoking. By implementing a flavor ban, Swedish smokers will be put off switching to a less risky alternative.

RISK TO SWEDISH VAPERS
Flavor bans will put the health of Swedish vapers at risk by pushing 57% back to smoking, to the black market or mix their own liquids.

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.

Source: Ipsos Consumer Survey, April 2022