

Slovenia

VAPING FLAVOUR BAN

2024

METHODOLOGY & SAMPLE

METHOD



Quantitative Research

CAPI (Computer assisted personal interview) + CAWI (Computer assisted web interview) data collection

Respondents were not aware what would be subject of research going in

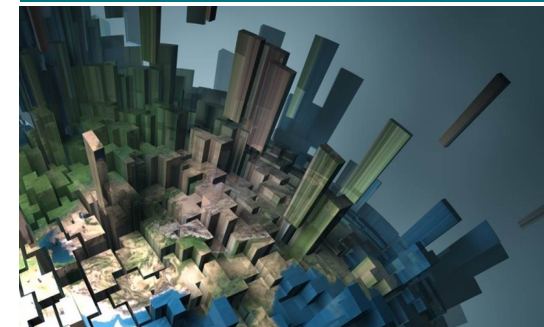
SAMPLE



N=180

Current vapers - defined as person that uses e-vaping device at least once a month

FIELDWORK



22.02. – 1.03.2024.

Logic and data quality control done on 100% of sample

KEY FINDINGS

- More than a half of Slovenian vapers use them for health reasons, including to reduce or stop smoking. I.e. the majority of consumers use fruit flavors.
- The vast majority of users highlight that flavors are important to them when it comes to their decision to vape.
- Fruit and Tobacco flavors are seen as the most important for switching from smoking. For keeping vapers away from smoking, Fruit and Menthol are seen as the most promising flavors.
- A flavor ban will push half of Slovenian vapers back to smoking, to the black market or to mix their own liquids.



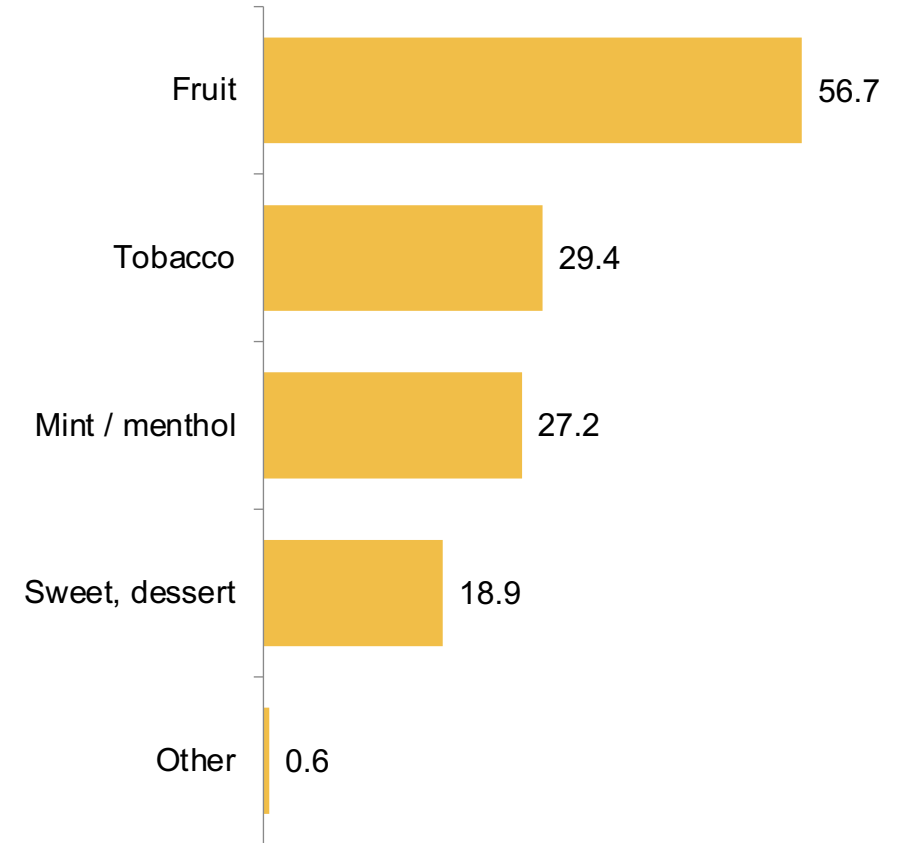
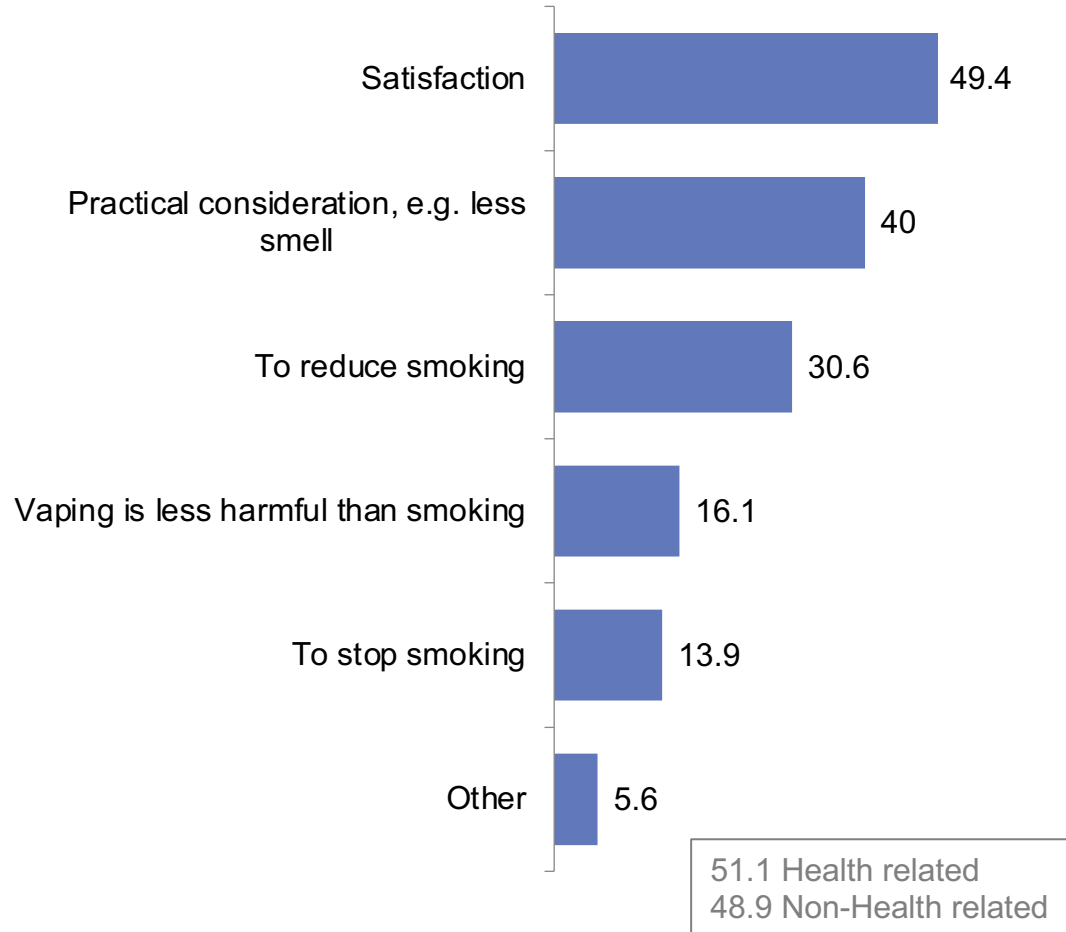
KEY FINDINGS

- 40% of vapers are against the ban, while one-third are neutral. This may be due to a lack of confidence in a ban being enforced.
- 90% of Slovenian vapers think the flavor ban could push vapers back to smoking. Half of them consider this very likely.
- Around three quarters of vapers believe the government should support less harmful alternatives to smoking.
- Over 90% of vapers support alternative ways of preventing underaged access, primarily through stricter enforcement of underage access prevention.



REASON FOR VAPING AND IMPORTANCE OF FLAVORS

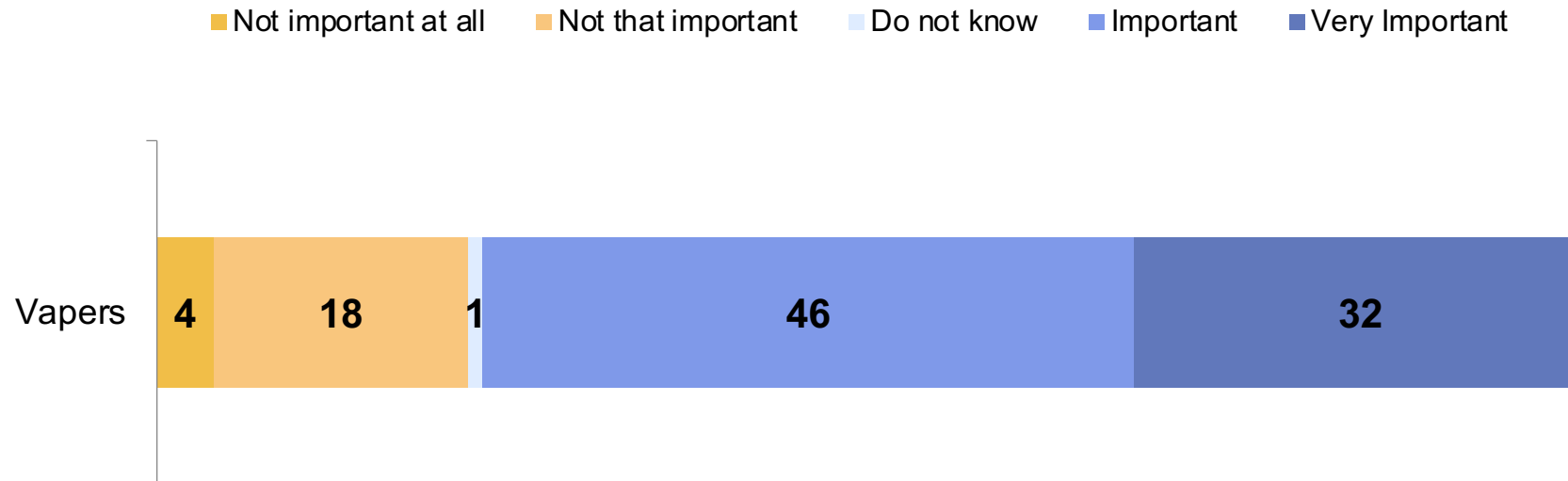
More than a half of vapers use them for health reasons, including to reduce or stop smoking. More than 70% of vapers use flavors other than tobacco. I.e. the majority of consumers use fruit flavors.



Data in %

IMPORTANCE OF VAPING FLAVORS

The vast majority of vapers highlight that flavors are important to them when it comes to their decision to vape.

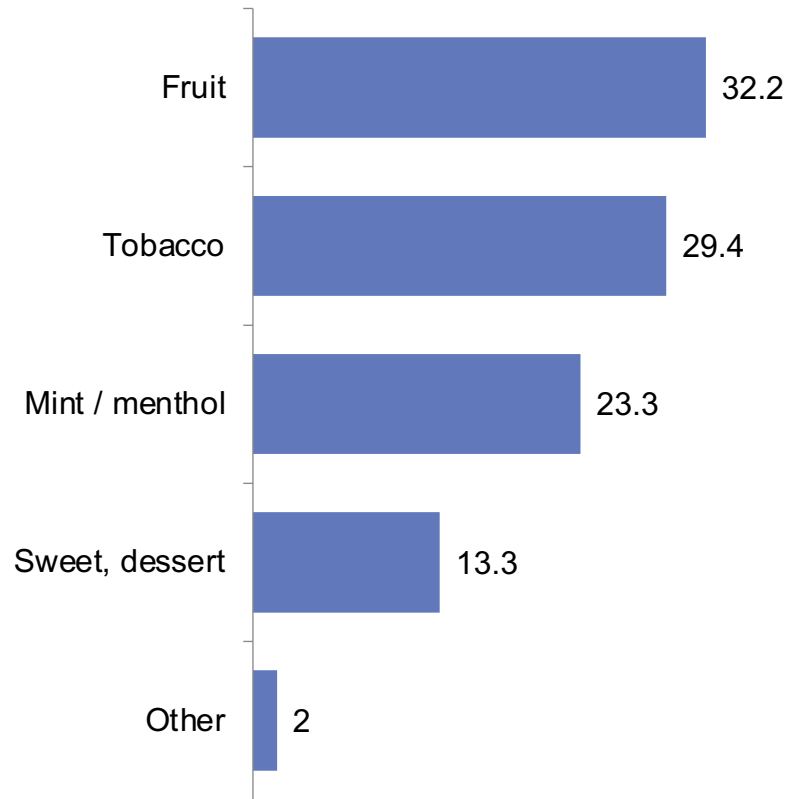


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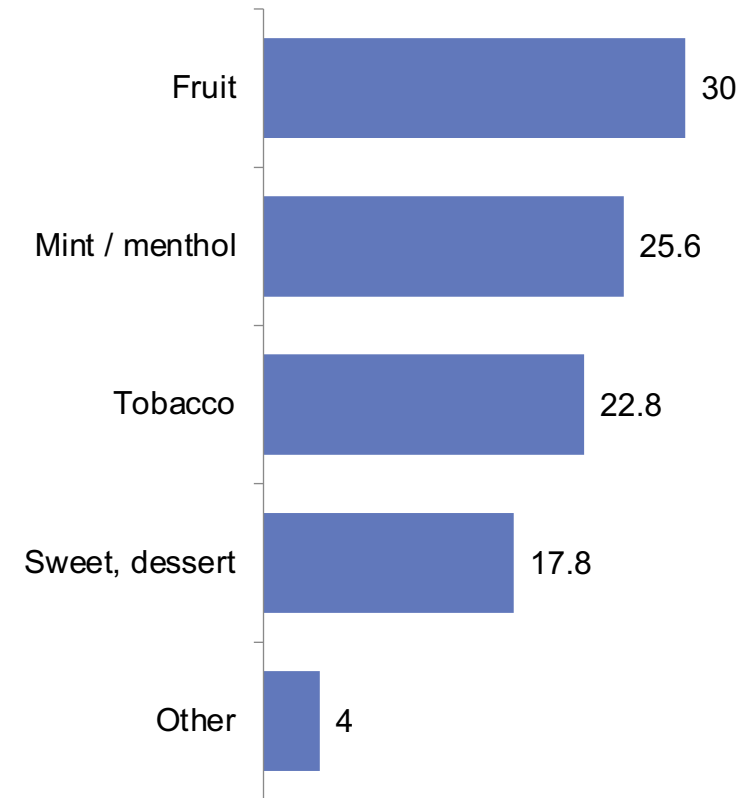
SWITCHING AND STAYING AWAY FROM SMOKING

Fruit and Tobacco flavors are seen as the most important for switching from smoking. For keeping vapers away from smoking, Fruit and Menthol are seen as the most promising flavors.

Switching from smoking to vaping



Staying away from smoking

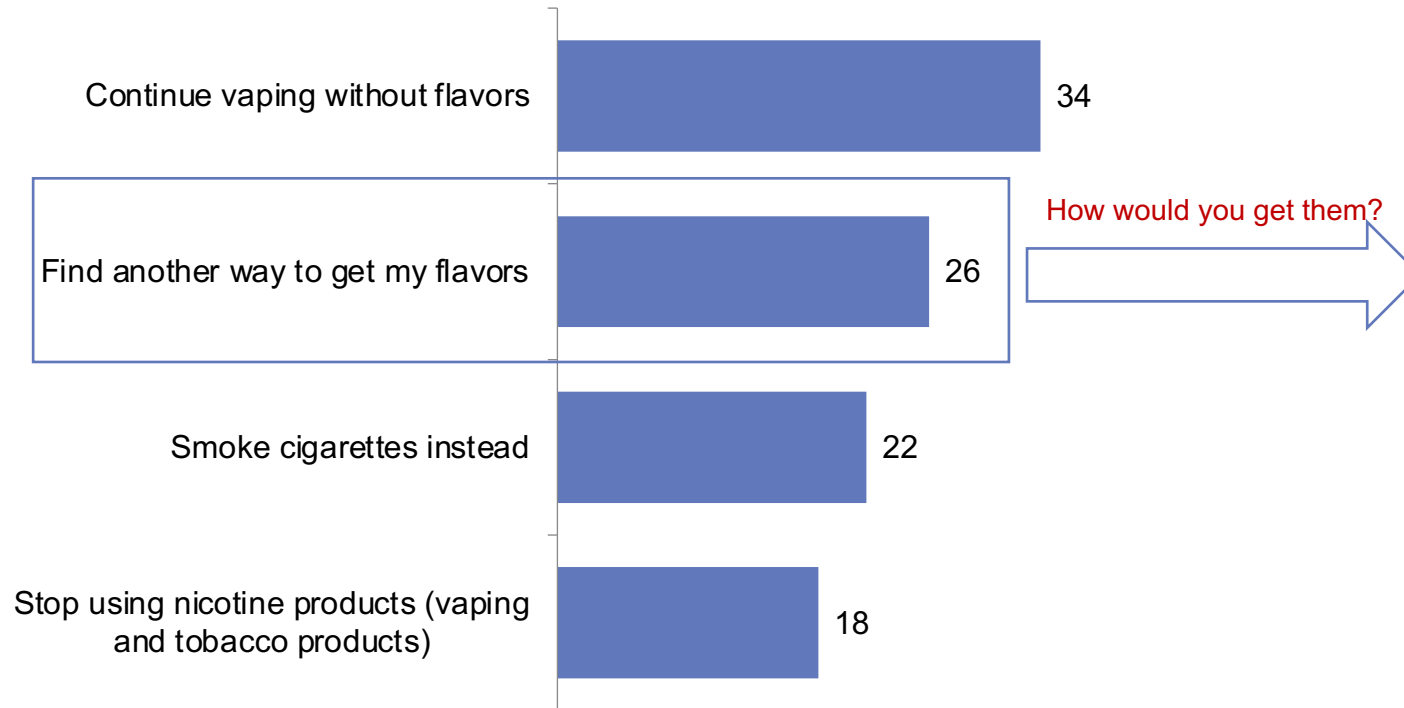


Data in %

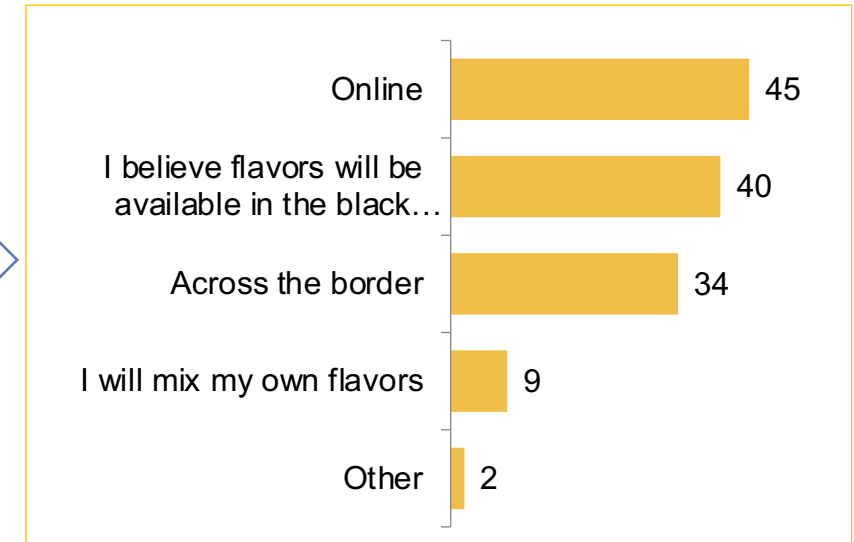
WHAT HAPPENS AFTER A FLAVOR BAN

A flavor ban will push half of Slovenian vapers back to smoking, to the black market or to mix their own liquids.

Usage of vaping if flavor were banned



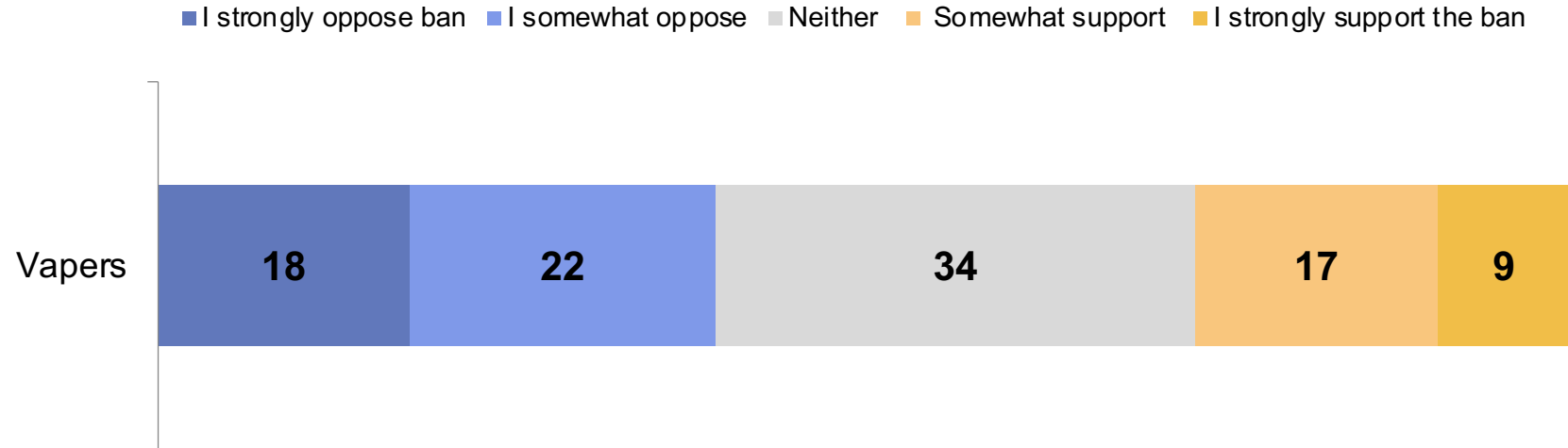
Way of finding flavors



Data in %

OPINION ON FLAVOR BAN

40% of vapers are against the ban, while around one-third have a neutral opinion. One reason for this may be a lack of confidence in a ban being enforced.

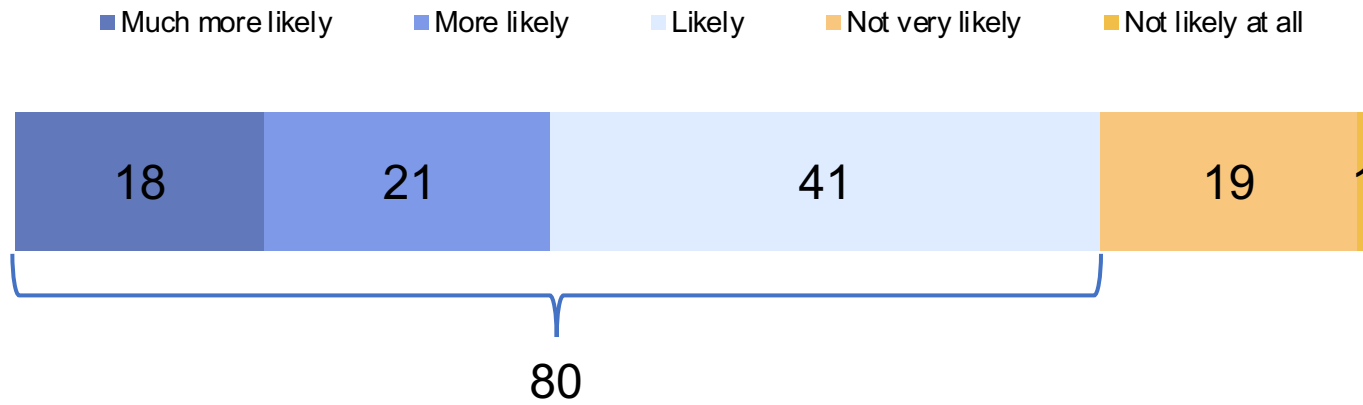


Data in %

RISK OF RETURNING TO CIGARETTES

80% of Slovenian vapers think the flavor ban will push vapers back to smoking. Half of them consider this very likely.

RETURN TO CIGARETTES

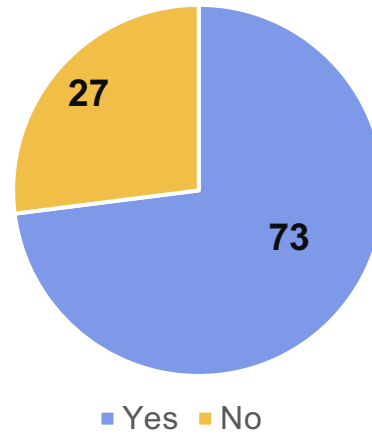


Data in %

SUPPORT TO ALTERNATIVES TO CIGARETTES

Around three quarters of Slovenian vapers believe the government should support less harmful alternatives to smoking.

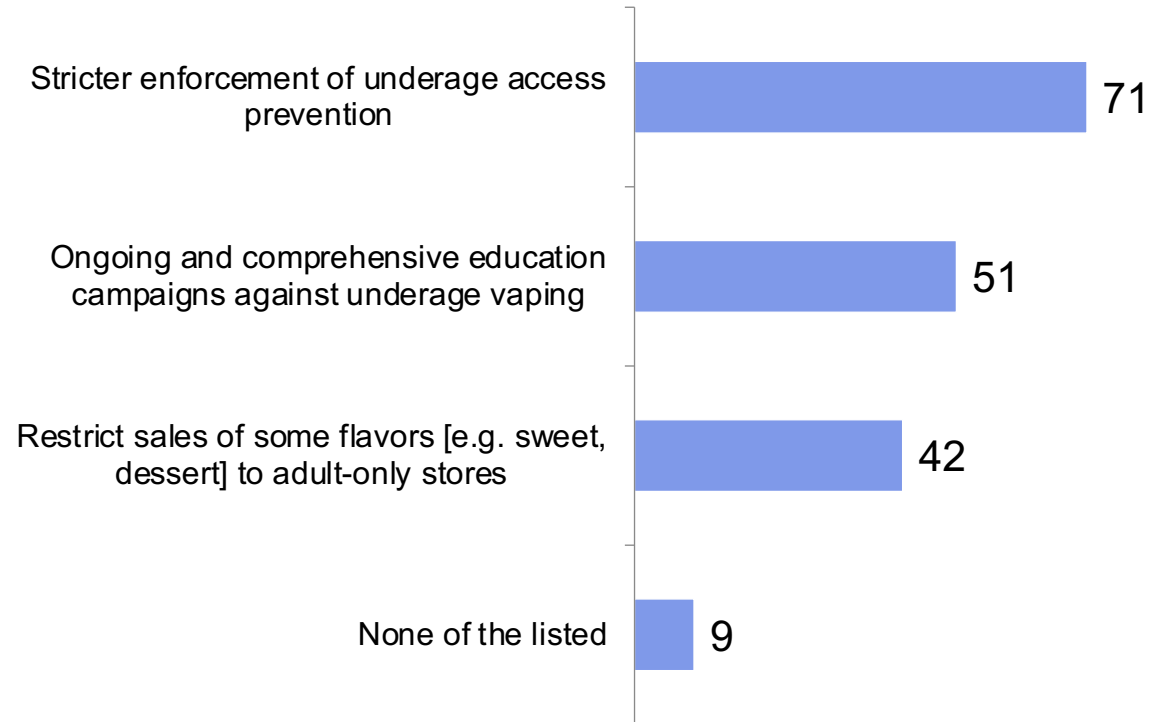
Government support for tobacco alternatives



Data in %

SUPPORTS FOR ALTERNATIVES TO FLAVOR BAN

Over 90% of Slovenian vapers support alternative ways of preventing underaged access, primarily through stricter enforcement of underage access prevention.



Data in %

THANK YOU