

Uzbekistan

# NICOTINE POUCHES BAN

2024

# METHODOLOGY & SAMPLE

## METHOD



### Quantitative Research

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

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

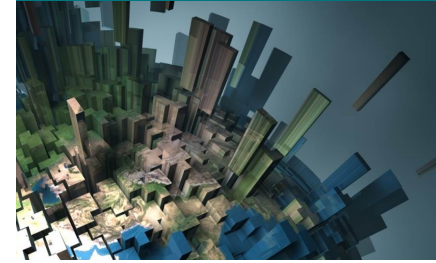
## SAMPLE



N=120

Current users of nicotine pouches

## FIELDWORK



15.02. – 05.03. 2024.

Logic and data quality control done on 100% of sample

## KEY FINDINGS

- **Two thirds of consumers use nicotine pouches due to health-related reasons, mainly to stop smoking.**
- **More than three quarters of users are not aware of the upcoming ban on nicotine pouches.**
- **The majority of users would switch to more harmful options, mostly to cigarettes. One in eight consumers expect that pouches will still be available despite the ban on a black market.**
- **Around two thirds of consumers believe the government should support less harmful alternatives to smoking. Almost three quarters of them agree that nicotine pouches could be helpful in reducing smoking rates in Uzbekistan.**
- **Almost two thirds of Uzbek consumers support alternative ways of preventing underage access, primarily through stricter enforcement.**
- **Uzbek consumers have a very low understanding of the lower risk posed by nicotine pouches: more than half incorrectly believe nicotine pouches are at least as harmful as smoking.**



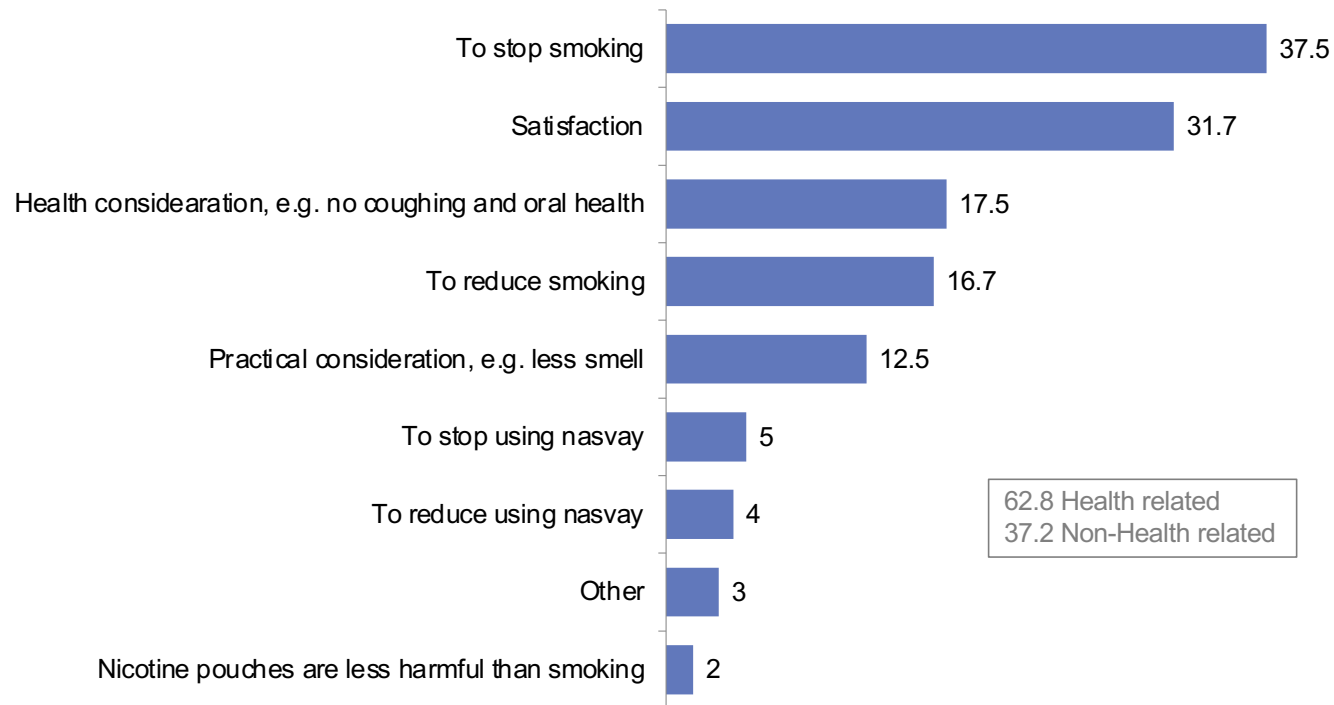
Ipsos Consumer Survey, March 2024



# REASON TO USE NICOTINE POUCHES

Two thirds of consumers use nicotine pouches due to health-related reasons, mainly to stop smoking.

Main reasons for nicotine pouches usage



Data in %



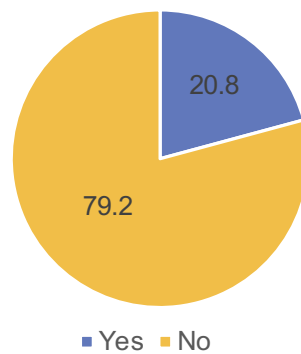
Ipsos Consumer Survey, March 2024

N=120 Why do you use nicotine pouches?

# AWARENESS ON A NICOTINE POUCHES BAN

More than three quarters of users are not aware of the upcoming ban on nicotine pouches.

Awareness of ban



Data in %



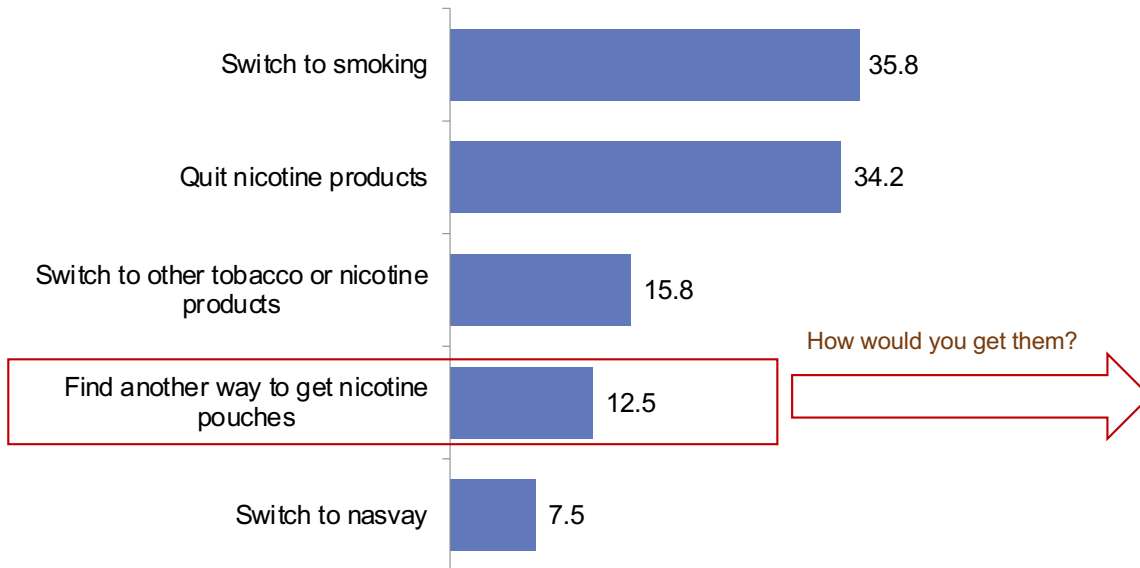
Ipsos Consumer Survey, March 2024

N=120 Did you know that government is going to introduce the ban of nicotine pouches starting from May 2024?

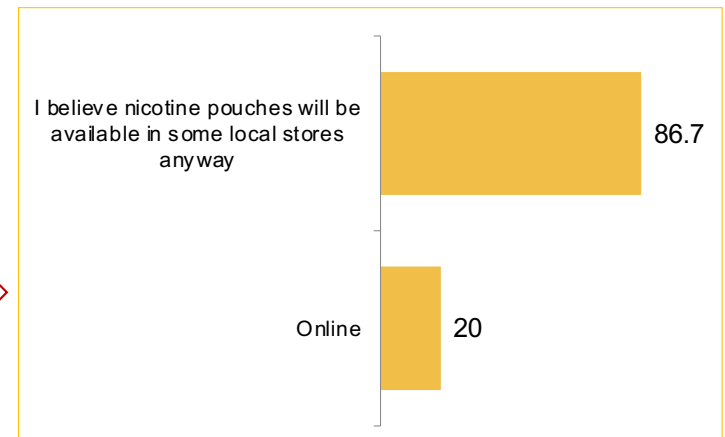
# WHAT HAPPENS AFTER A NICOTINE POUCHES BAN

The majority of users would switch to more harmful options, mostly to cigarettes. One in eight consumers expect that pouches will still be available despite the ban on a black market.

Usage if pouches were banned



Way of finding pouches



Data in %



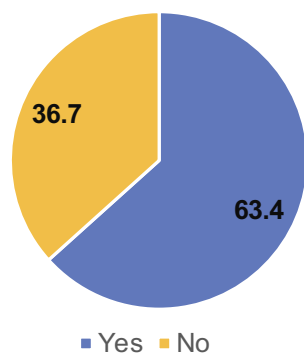
Ipsos Consumer Survey, March 2024

N=120 After nicotine pouches ban comes into force, what will you do?

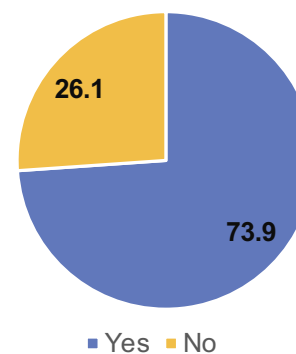
## POUCHES ROLE IN TOBACCO HARM REDUCTION

Around two thirds of consumers believe the government should support less harmful alternatives to smoking. Almost three quarters of them agree that nicotine pouches could be helpful in reducing smoking rates in Uzbekistan.

Government support for tobacco alternatives



Nicotine pouches could help in reduction of number of smokers



Data in %



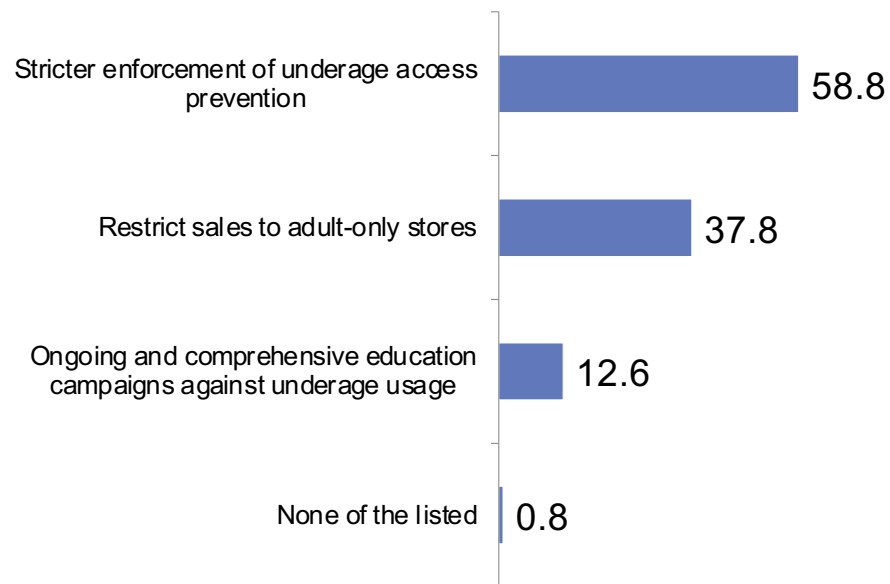
Ipsos Consumer Survey, March 2024

*In your opinion, should the government be more supportive of switching to less harmful alternatives to cigarettes and nasvay, such as snus, tobacco free nicotine pouches, vaping and tobacco heating products? Some countries are on track to become smoke-free by using nicotine pouches. The German Federal Institute for Risk Assessment (BfR) confirms that nicotine pouches can reduce the health risks compared to smoking. Knowing this information, do you think nicotine pouches can help Uzbekistan reducing the number of smokers in the country?*

# SUPPORTS FOR ALTERNATIVES TO NICOTINE POUCHES BAN

The main action should be a restriction of sales to minors. Almost two thirds of Uzbek consumers support alternative ways of preventing underage access, primarily through stricter enforcement.

Supporting of alternatives of nicotine pouches ban



Data in %



Ipsos Consumer Survey, March 2024

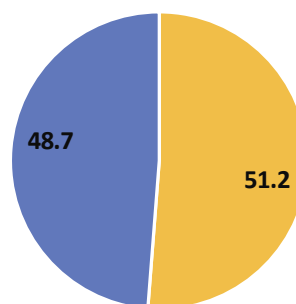
N=120 Would you support any of these alternatives to nicotine pouches bans?



## OPINION ON NICOTINE POUCHES BAN

Uzbek consumers have a very low understanding of the lower risk posed by nicotine pouches: more than half incorrectly believe nicotine pouches are at least as harmful as smoking.

What consumers think about  
nicotine pouches risk profile



- Nicotine pouches at least are as harmful than smoking
- Nicotine pouches are less harmful than smoking

Data in %



Ipsos Consumer Survey, March 2024

N=120 Your government will ban the use of nicotine pouches starting from May 2024. How do you feel about the proposed ban?

THANK YOU