

GERMANY

# VAPING FLAVOR BAN

2023

# METHODOLOGY & SAMPLE



**Quantitative Research**

**CAWI (computer assisted web interview) data collection**

**Respondents collected from online panels**

**Respondents were compensated for their participation, ensuring proper motivation level**

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



**N=402 adults**

**Nationally representative on base of gender**

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

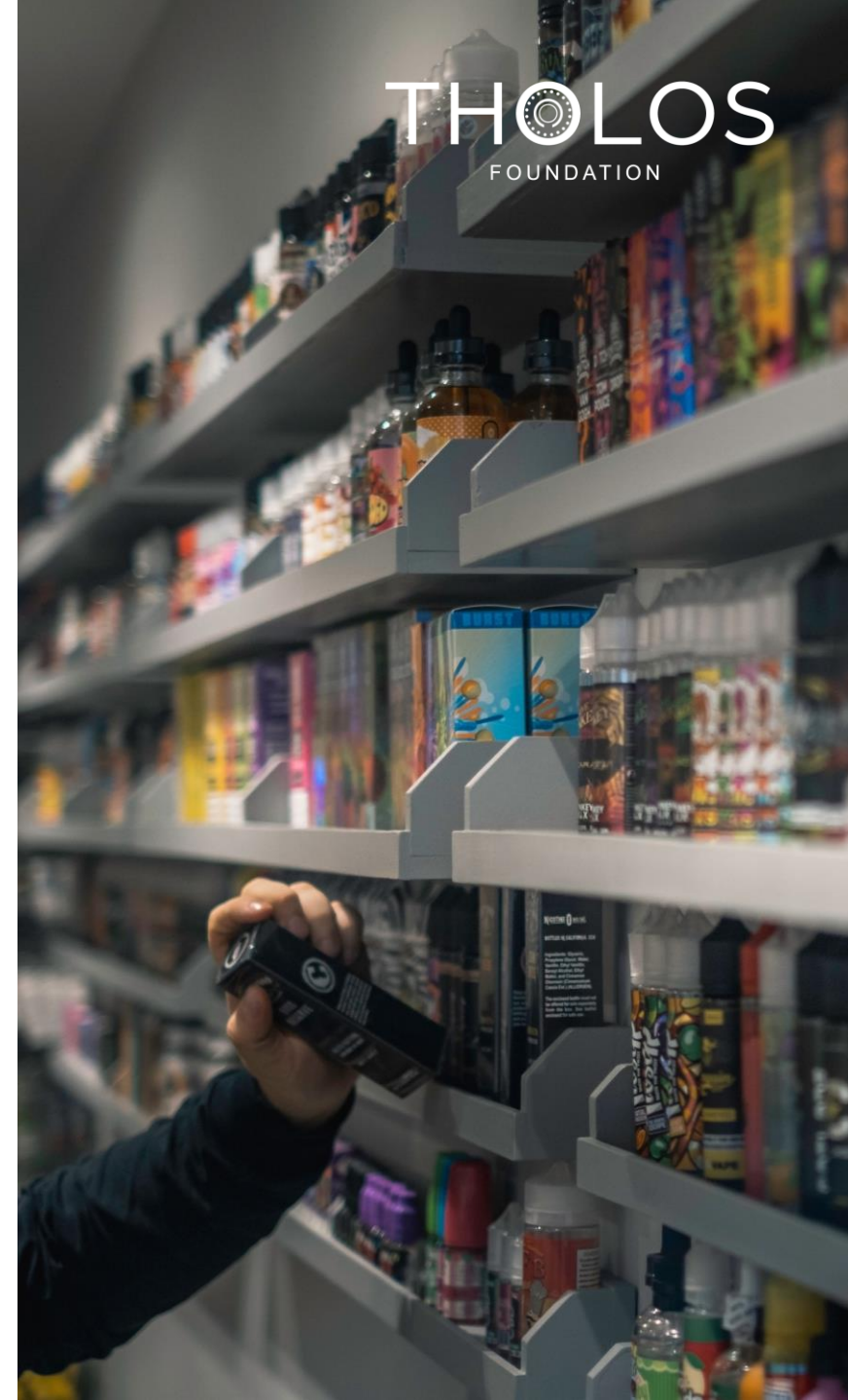


**20.09. – 26.09. 2023.**

**Logic and data quality control done on 100% of sample**

## KEY FINDINGS

- Almost **80% of German vapers vape due to health-related reasons**, including to reduce or stop smoking. **Over 60% vape flavors other than Tobacco, with the most common being Fruit.**
- **Mint / Menthol, Tobacco, and Fruit flavors are the most important for enabling the switch to vaping.** But removing any category of flavors could negatively impact the ability to stay away from smoking.
- **83% of German vapers say flavors are important or very important in their decision to vape. Therefore, only 8% would support a flavor ban.**
- A flavor ban could push more than half of German vapers back to smoking, to the black market or to mix their own liquids.



## KEY FINDINGS

- 86% of German vapers think a flavor ban could push vapers back to smoking.
- Almost 80% of German vapers believe the government should support less harmful alternatives to smoking.
- Over 85% of German vapers support alternative ways of preventing underaged access, primarily through education campaigns.

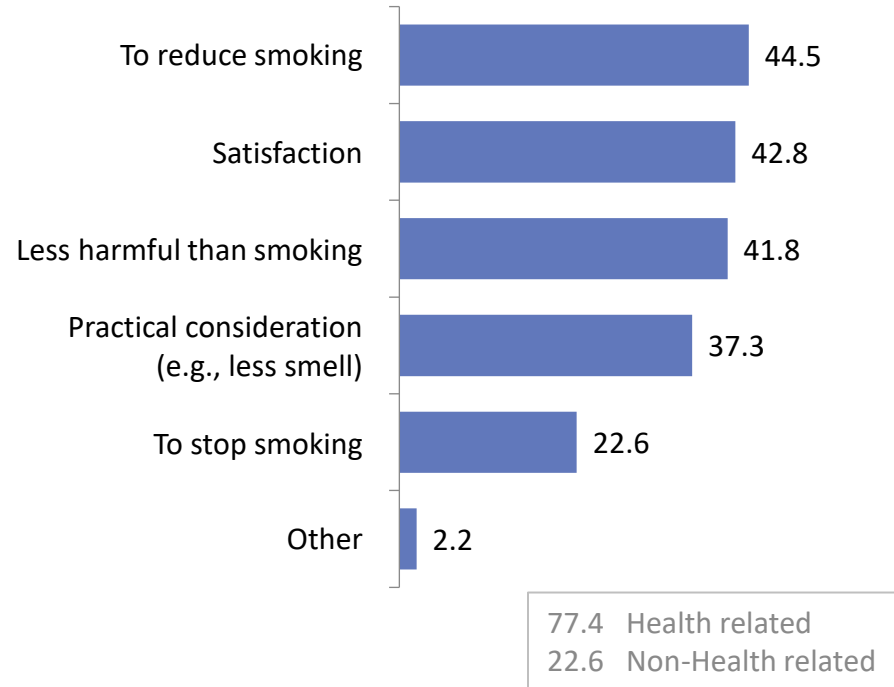


# Reasons for vaping and flavors used

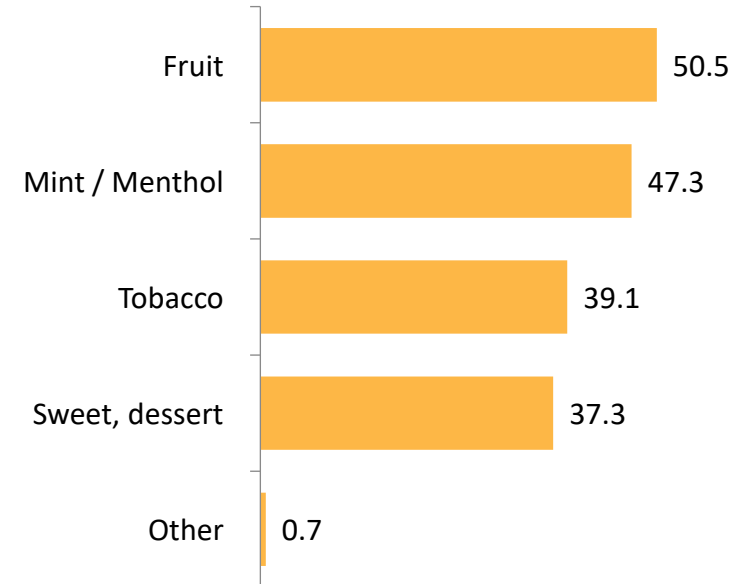
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Data in %

### Main reasons for vaping



### Use of flavors

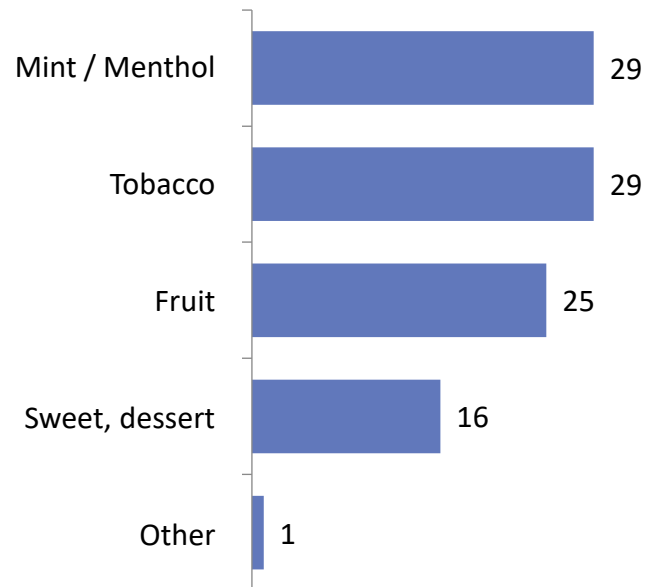


# Switching and staying away from smoking

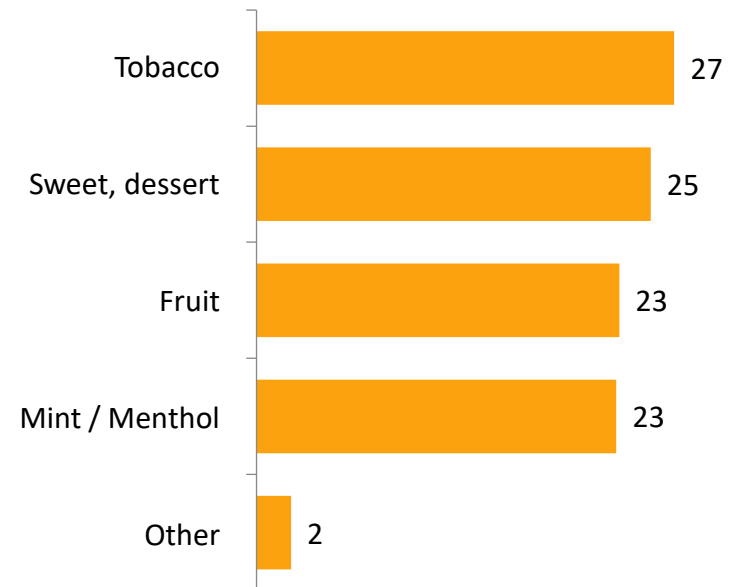
Mint / Menthol, Tobacco, and Fruit flavors are the most important for enabling the switch to vaping.  
But removing any category of flavors could negatively impact the ability to stay away from smoking.

Data in %

### Switching from smoking to vaping



### Staying away from smoking



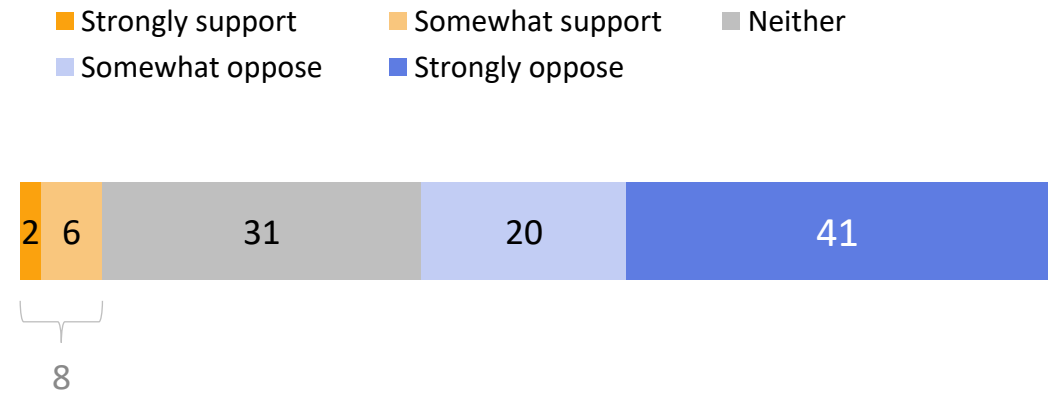
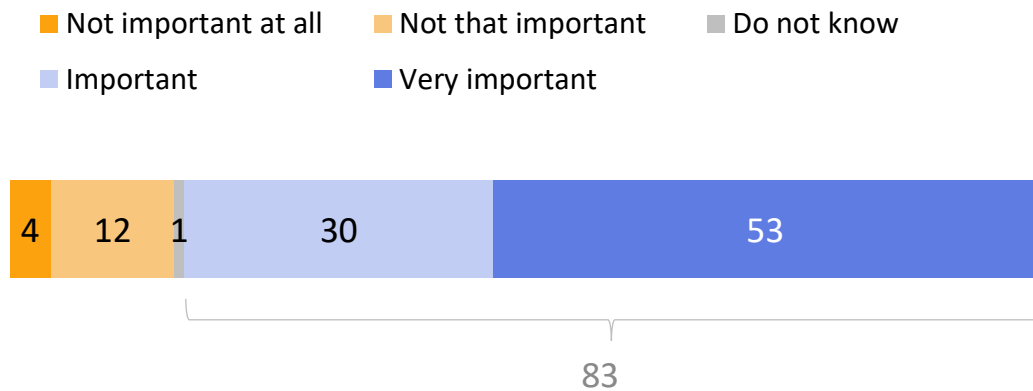
# Importance of flavors and opinion about a flavor ban

83% of German vapers say flavors are important or very important in their decision to vape. Therefore, only 8% would support a flavor ban.

Data in %

### Importance of flavors

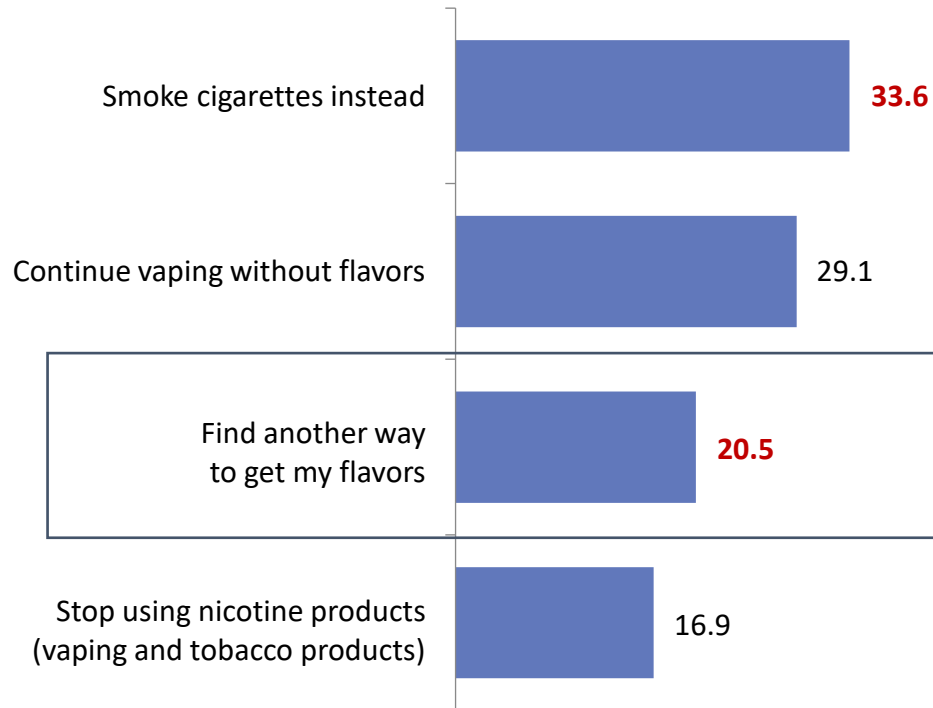
### Opinion about a flavor ban



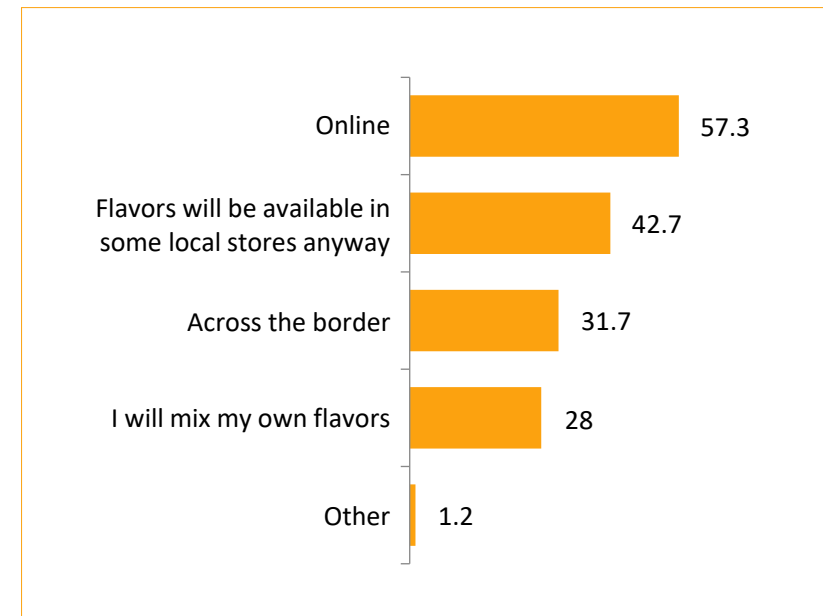
# What would happen after a flavor ban

A flavor ban could push more than half of German vapers back to smoking, to the black market or to mix their own liquids.

Data in %



How would you get them?  
(N=82)

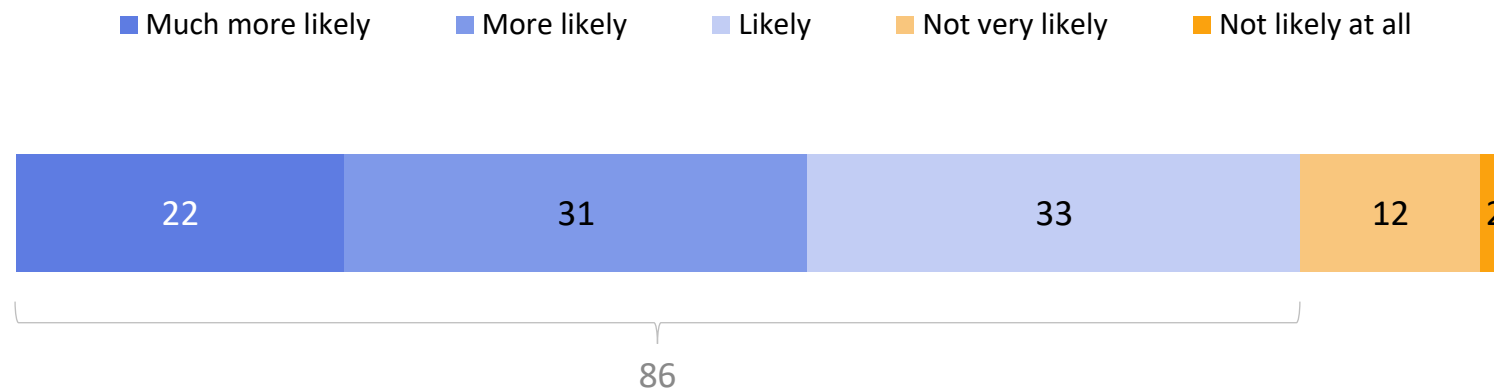


# Risk of returning to cigarettes

86% of German vapers think a flavor ban could push vapers back to smoking.

Data in %

How likely are vapers to return to smoking following the flavor ban?

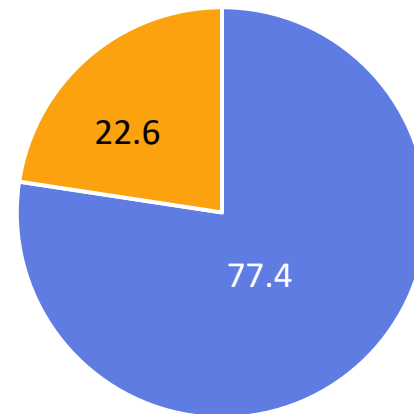


# Support of alternatives to cigarettes

Almost 80% of German vapers believe the government should support less harmful alternatives to smoking.

Data in %

Should the government support  
less harmful alternatives to smoking?

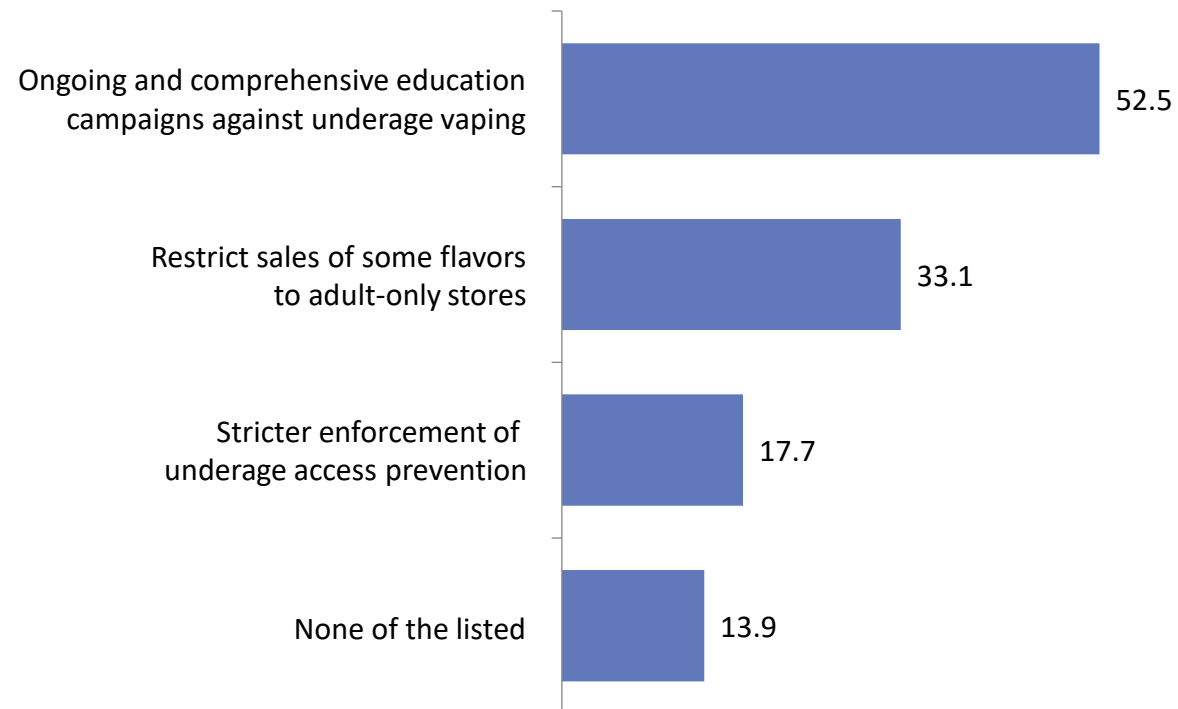


■ Yes ■ No

# Support for alternatives to flavor bans

Over 85% of German vapers support alternative ways of preventing underage access, primarily through education campaigns.

Data in %



**THANK YOU**