

Vaping – Myths vs Facts

Myth: Vaping is just as harmful as smoking tobacco

Fact: Vaping is significantly safer than smoking and is a valuable smoking cessation tool

- Vaping is estimated to be around **95% less harmful than smoking**.
- Smokers who switch are **twice as likely** to quit compared with patches or gum.
- Successful switching away from cigarettes can **add 5–15 years of life expectancy**.
- Awareness is low: over **90% of smokers don't know vaping is far less harmful**.
- Programmes like **Swap to Stop offer strong public-health value**.

Low awareness means millions of smokers are missing out on a safer, more effective route to quitting.

Myth: Flavours and advertising will have no effect on people switching to vaping

Fact: Consumer choice is vital for adults to choose vapes over cigarettes

- Flavoured vapes are used by adults to stay off cigarettes.
- ASH data: **14% of adult vapers would return to smoking if flavours were restricted**.
- Over **70% of vapers say flavour variety helps them quit** or stay quit.
- Most adult vapers now prefer fruit or sweet flavours.
- Responsible retailers play a key role in guiding smokers and ensuring compliance.

Restricting flavours risks pushing hundreds of thousands of adults back to smoking.

Myth: Vape stores don't contribute to growth

Fact: The UK's Vapes industry is a growing part of the UK's economy offering a uniquely positive social value by supporting adults to quit smoking.

- A home-grown sector originating in some of the UK's most deprived regions.
- **Worth £2.5–£2.8 billion annually** across tracked and independent retail.
- Supports British jobs, supply chains, and local economies.
- NHS savings: switching half of England's smokers **could save over £500m per year**.

The industry reduces pressure on the NHS while contributing to economic growth.