

Smoking Cessation and E-cigarettes - UK - March 2021

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This report looks at the following areas:

- The impact of COVID-19 on smokers and vapers.
- Smoking and vaping rates, including frequencies.
- Quit smoking status.
- Methods used to quit smoking.
- Nicotine level used by vapers.

E-cigarettes remain a popular smoking cessation method, used by 87% of smokers who are currently trying to quit/cut down. As such, the category saw an estimated 6.6% growth in value to reach £314 million in 2020, while the smoking category declined by an estimated 3.2% to reach £144.1 million.

The pandemic has impacted smoking rates and made it harder for smokers to quit; 30% of smokers have smoked more regularly since the start of COVID-19 while 51% have stress-smoked more.

A threat to both the smoking cessation and E-cigarettes categories comes from smoking alternatives, such as snus (tobacco-free nicotine patches) and smoke-less devices, which claim to satisfy smokers' cravings without the negative implications associated with smoking or vaping. While these aren't marketed as smoking cessation methods, smokers can use them to quit/cut down.

There are opportunities however for brands and health bodies to provide better information and education to smokers, particularly as access to health experts has been impacted by the pandemic. Brands can look to set up online communities to enable smokers to access help and support from their peers, while the NHS can provide more guidance to vapers on adjusting nicotine levels to help them quit.



"The pandemic has increased smoking and vaping frequencies, despite smokers being more concerned about their respiratory health and the impact that COVID-19 could have on them. In addition, with access to health professionals being hindered by the pandemic, many may have postponed plans to quit."

– Roshida Khanom, Category Director BPC

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