

# Smoking Cessation and e-cigarettes - UK - February 2015

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“Vaping has become a lifestyle choice, whether by choice due to health or money-saving benefits, or from long-term use as a smoking cessation method. Changing legislation will help consumers understand how to use it as a smoking cessation method, which may impact long-term usage. The smoking cessation market could learn from the experiential and personalised shopping experience offered by many E-cigarette retailers, as well as focusing more on innovation to bring atten

This report looks at the following areas:

- E-cigarettes; a lifestyle choice
- Expertise and personalisation drive shopping
- Big pharma are slow to respond to E-cigarettes

The smoking cessation market declined by 4% in 2014, the first decline in the last five years. This is attributed to the lack of innovation by manufacturers, reduced investment in advertising as well as stiff competition from E-cigarettes. Consumer data shows that although E-cigarette usage is limited to smokers only; it is used as a lifestyle choice for some (44% of those who vape or have vaped view it as an alternative to regular smoking). Attitudes towards E-cigarettes show the support for some regulation, with 56% of adults agreeing that all E-cigarettes should be regulated by the NHS. However, with 43% agreeing too much regulation will discourage people from using them, this suggests that a certain degree of flexibility is required to ensure the market is not limited too much.

Within this report we investigate the people's smoking and vaping statuses, as well as plans towards quitting smoking. We will also investigate reasons for vaping, places of purchase of non-prescription NRT (Nicotine Replacement Therapy) products and E-cigarettes as well as long-term usage of both. Attitudes towards E-cigarettes will also be investigated.

Roshida Khanom, Senior Analyst

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