

Use of vapes among young people in Great Britain



ASH Fact Sheet

July 2025

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Executive Summary

This factsheet presents findings from the 2025 ASH Smokefree GB Youth Survey on vaping among 11–17-year-olds in Great Britain. Key findings include:

- **20% of 11–17-year-olds have tried vaping**, an estimated **1.1 million**. This is unchanged since 2023.
- **7% currently vape**, an estimated **400k**, with **40% vaping daily**, an estimated **160k**.
- Ever smoking among youth increased from 14% in 2023 to **21% in 2025**, raising concerns.
- Perceived harm from vaping is increasing: **63% of young people believe vaping is as or more harmful than smoking**.

Introduction

This factsheet analyses how behaviour and attitudes to vapes (e-cigarettes) among young people have changed over time. The Youth Smokefree GB analysis conducted by ASH is based on data concerning young people aged 11-18 collected by YouGov for ASH and is carried out in the Spring each year. The survey began in 2013, and this update includes the results of the 2025 survey (n=3,044) carried out in March and April 2025. Unless stated otherwise, this factsheet largely reports results for 11-17 year olds, under the legal vaping age (n=2,746).

The methodology is set out in Appendix 2. For information on adult vaping see our fact sheet on adult use.¹ For a summary of regulations on vapes see Appendix 1. For detail about vaping and smoking definitions, see Appendix 3.

1. Trends in behaviour

Vaping prevalence over time

- Ever vaping among 11-17 year olds has plateaued at 20% (an estimated 1.1 million children) between 2023 and 2025.
 - Current vaping also plateaued at 7%, (400k children) following a doubling from 3% in 2021 to 7% in 2022.
 - Regular vaping (more than once a week) plateaued at 4% in 2025 (230k children), after rising from 1% in 2021 to 4% in 2023.
 - 3% currently vape daily (160k children)
 - Experimentation (tried once or twice) is the most common form at 11% (an estimated 640k children).

Vaping by age

- Prevalence increases with age:
 - 11–15-year-olds: 16% ever vaped; 5% currently vape.
 - 16–17-year-olds: 30% ever vaped; 12% currently vape.
 - 18-year-olds: 28% ever vaped; 15% currently vape.

Vaping by smoking status

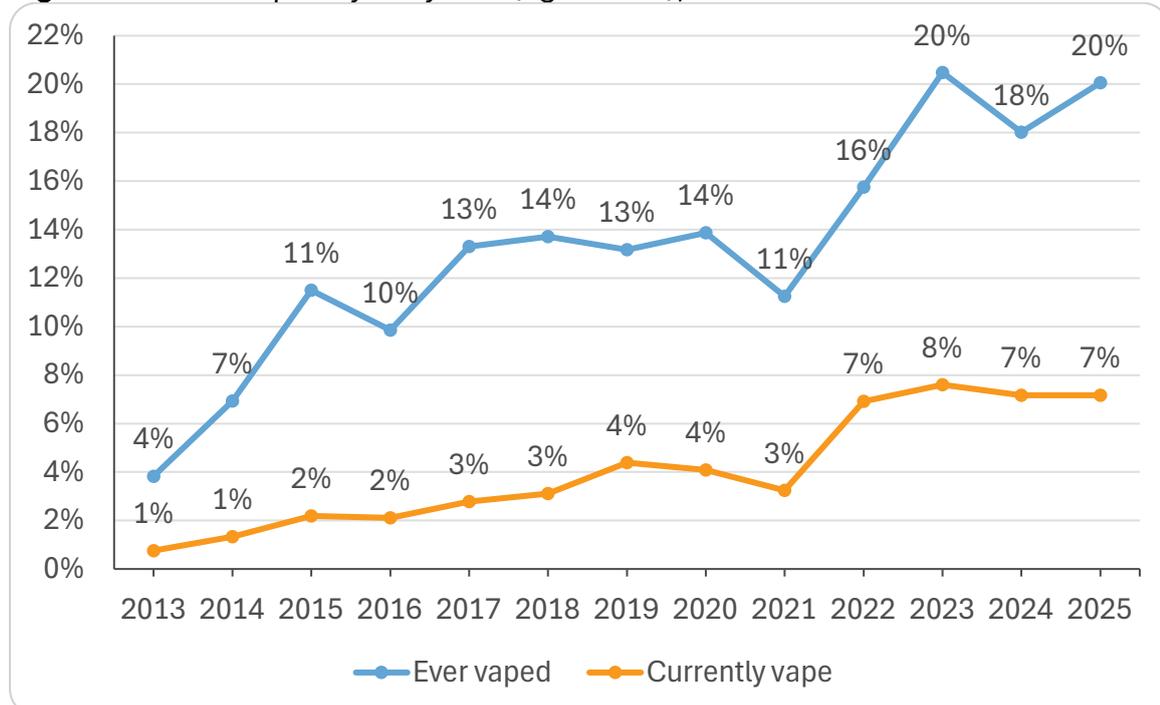
- 49% of 11-17 year olds who currently smoke also vape, compared with 27% of those who've stopped smoking.
- Among the 77% of 11-17 year olds who report never having smoked 10% have tried vaping and 2% currently vape.
- Ever smoking has increased in 2025 compared to 2023 as has intention to try smoking among those who have never smoked. Current smoking has not significantly increased.

1.1 Vaping prevalence over time

In 2025, most 11-17 year olds (children) have never tried vapes (79%). The proportion who have never vaped is similar to the previous two years (2023: 79%, 2024: 81%). The proportion of 11-17 year olds who currently vape (7%, Figure 1) is the same as last year (7%). Only 9% of children say they are not aware of vapes (e-cigarettes) in 2025, compared to 36% in 2013 when the survey started. This group is assumed to have never vaped.

In 2025, 20% had tried vaping. Ever vaping rates had increased significantly each year from 2021 (11%) to 2023 (20%), but this trend appears to have plateaued in 2024 (18%) and 2025 (20%). The ever vaping rate in 2021 was especially low, lower than in the previous 4 years. Data collection for 2020 was mainly prior to the first lockdown while data collection in 2021 followed almost a year of the pandemic, as we were beginning to emerge from the third lockdown. Lower levels of vaping in 2021 may therefore be associated with the impact of the pandemic on young people's lives (e.g. ability to access vapes).

Figure 1. Use of vapes by GB youth (aged 11-17), 2013-2025

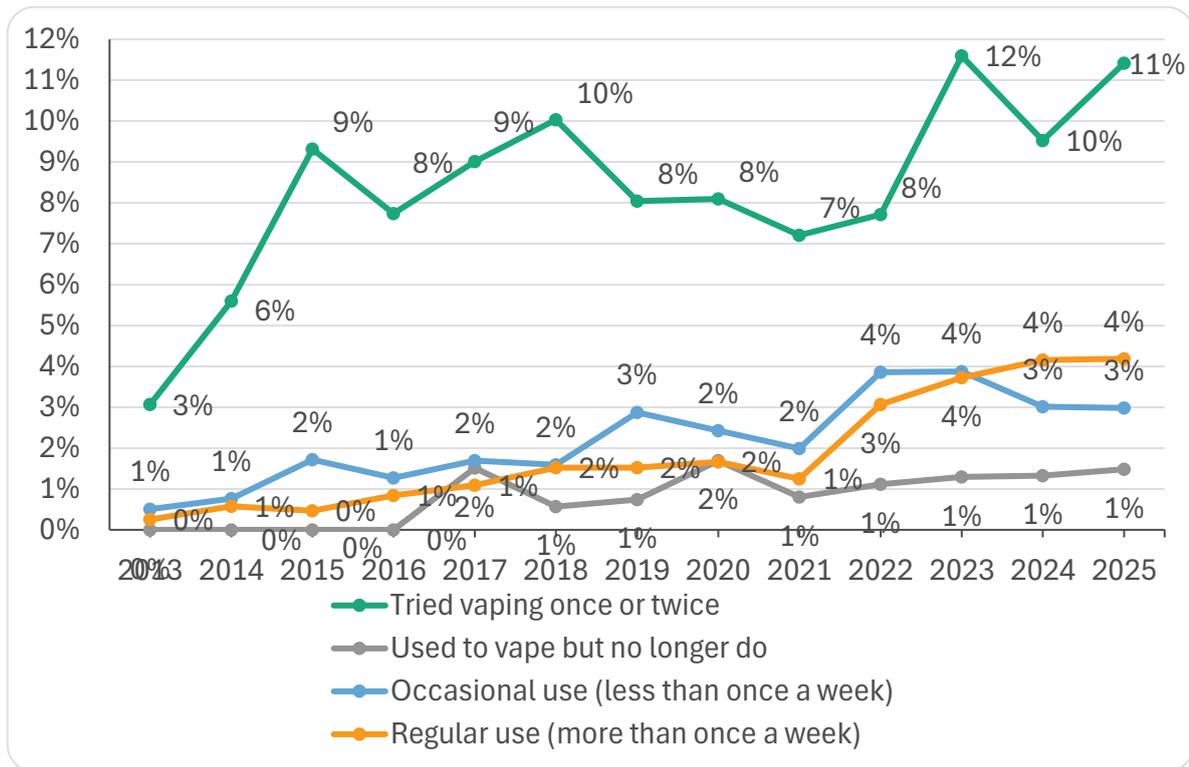


ASH Smokefree GB Youth Surveys, 2013-2025. Unweighted base: All 11-17 year olds (2013=1,895, 2014=1,817, 2015=1,834, 2016=1,735, 2017=2,151, 2018=1,807, 2019=1,982, 2020=2,029, 2021=2,109, 2022=2,111, 2023=2,028, 2024=2,574, 2025=2,746).

Experimentation with vapes (trying once or twice) grew significantly from 8% in 2022 to 12% in 2023 (Figure 2). This increase again seems to have plateaued in 2024 (10%) and 2025 (11%). Most (78%) of those who have never smoked but have vaped have only tried vaping once or twice.

Current vaping doubled between 2021 (3%) and 2022 (7%) and has remained fairly static since (7% in 2025). Regular use has increased in since 2021 (1%), with 4% of 11-17 year olds vaping more than weekly in 2025.

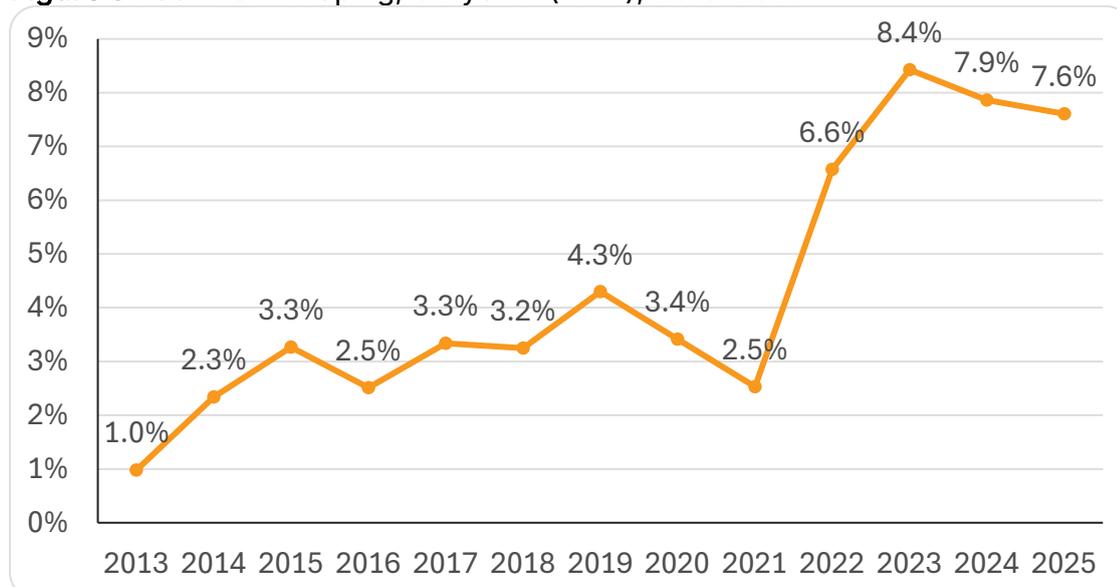
Figure 2. Frequency of vaping among GB youth (aged 11-17), 2013-2025



ASH Smokefree GB Youth Surveys, 2013-2025. Unweighted base: All 11-17 year olds (2013=1,895, 2014=1,817, 2015=1,834, 2016=1,735, 2017=2,151, 2018=1,807, 2019=1,982, 2020=2,029, 2021=2,109, 2022=2,111, 2023=2,028, 2024=2,574, 2025=2,746)

Another measure of current vaping is whether people have vaped in the last month. The levels of vaping in the last month appear similar to the levels of current vaping and also show a plateau (Figure 3).

Figure 3 Past month vaping, GB youth (11-17), 2013-2025

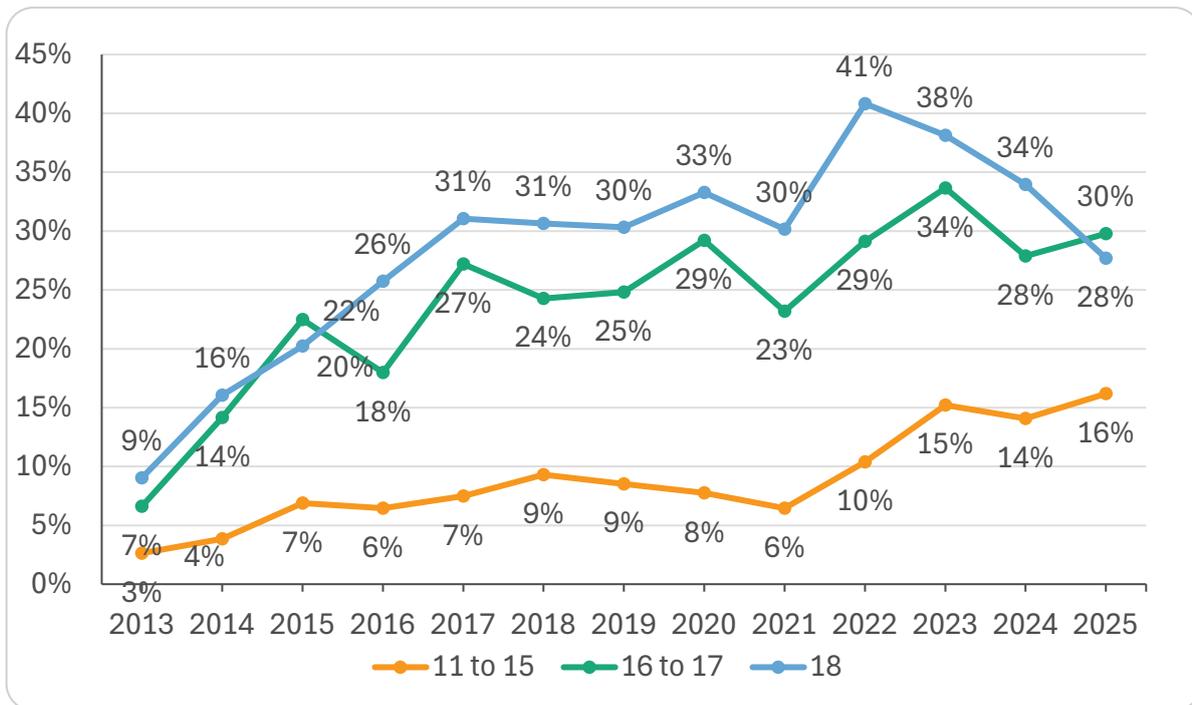


ASH Smokefree GB Youth Surveys, 2013-2025. Unweighted base: All 11-17 year olds (2013=1,895, 2014=1,817, 2015=1,834, 2016=1,735, 2017=2,151, 2018=1,807, 2019=1,982, 2020=2,029, 2021=2,109, 2022=2,111, 2023=2,028, 2024=2,587, 2025=2,746)

1.2 Vaping by age

The prevalence of regular use and experimentation increases with age. Ever use is lower in younger children, with 16% of 11-15 year olds ever having vaped compared with 30% of 16-17 year olds and 28% of 18 year olds (Figure 4). Levels of use among 18 year olds are no longer higher than the levels of use among 16 and 17 year olds.

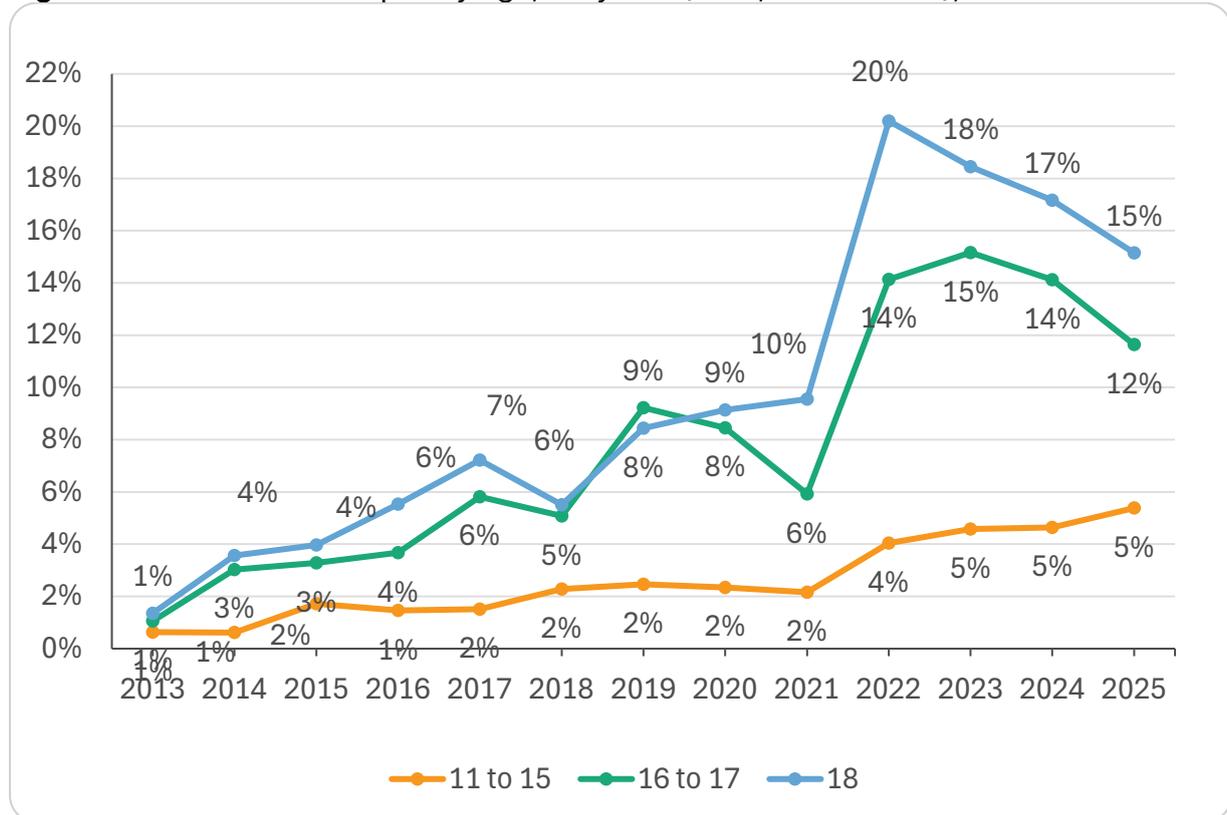
Figure 4. Ever use of vapes by age, GB youth (aged 11-15, 16-17 and 18), 2013-2025



ASH Smokefree GB Youth Survey, 2013-2025. Unweighted bases: All 11-18 year olds (see counts in Table 3 in Appendix 1).

Current use follows a similar pattern. Of 11-15 year olds only 5% currently vape compared to 12% of 16-17 year olds and 15% of 18 year olds (Figure 5).

Figure 5. Current use of vapes by age, GB youth (11-15, 16-17 and 18), 2013-2025



ASH Smokefree GB Youth Survey, 2025. Unweighted bases: All 11-18 year olds (see counts in Table 3 in Appendix 1)

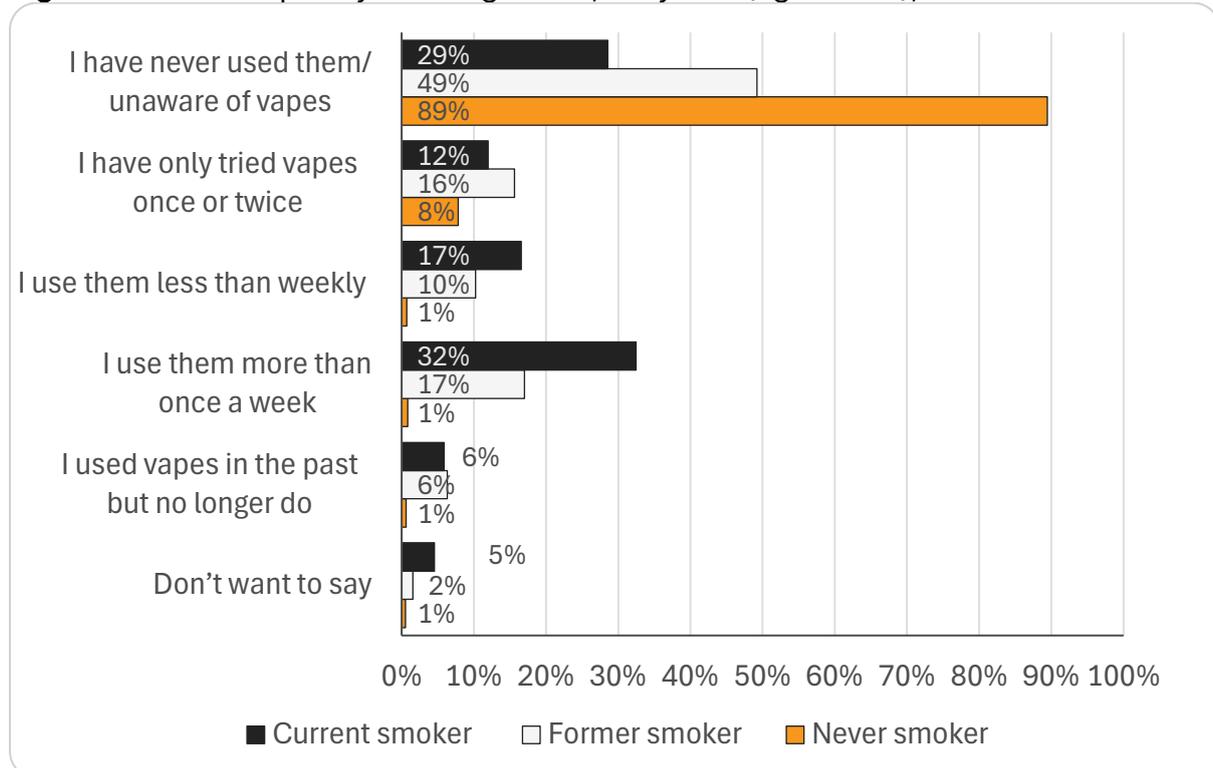
1.3 Vaping by smoking status

Use of vapes remains much more common among current or former smokers with 89% of never smokers never having vaped, including those saying they are unaware of vapes. (Figure 6).

In total, 67% of current smokers and 49% of ex-smokers have ever used vapes. One in ten never smokers have ever tried vaping (10%). However, never smokers account for nearly four in ten (38%) children who have ever tried vaping, as the majority of children (77%) have never smoked a cigarette.

Current use of vapes among 11-17 year olds is considerably higher among current smokers (49%) than former smokers (27%) or never smokers (2%).

Figure 6. Use of vapes by smoking status, GB youth (aged 11-17), 2025

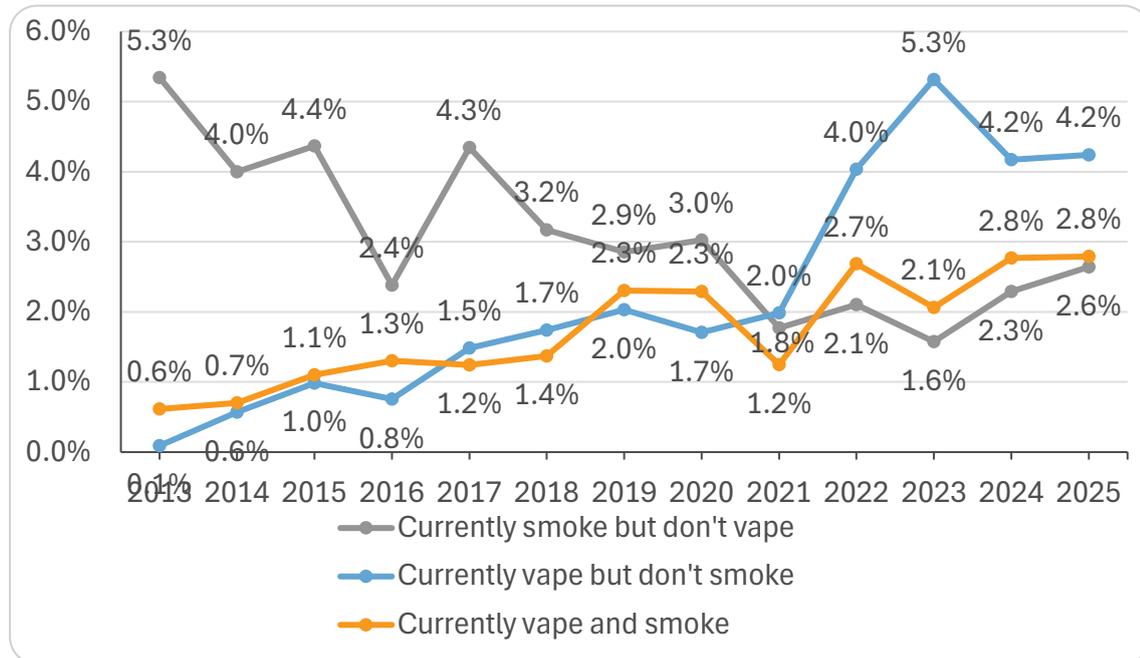


ASH Smokefree GB Youth Survey, 2025. Unweighted base: All 11-17 year olds (never smokers=2,070, former smokers =146, current smokers =163)

Dual use of vapes and cigarettes by 11-17 year olds has gradually grown over time, from 0.6% in 2014 to 2.8% in 2025.

In 2013, it was very unusual for 11-17 year olds who don't smoke to vape (0.1%). The proportion has risen to 4.2% of 11-17 year olds in 2025. At the same time, it has become less common for 11-17 year olds to smoke but not vape (2.6%, down from 5.3% in 2013).

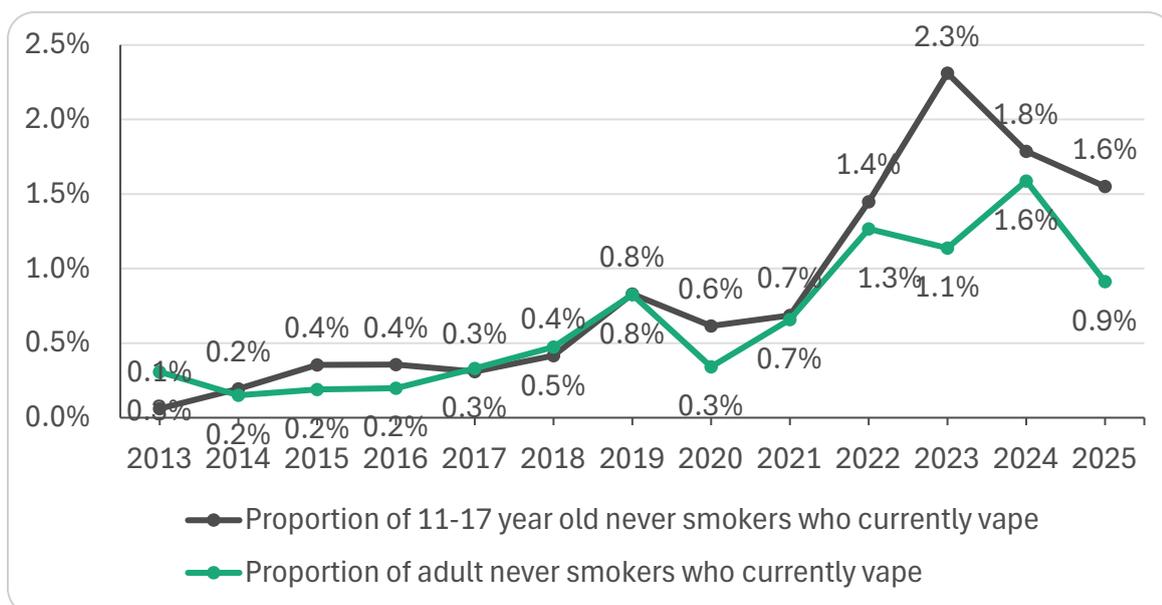
Figure 7. Current use of cigarettes and vapes over time, GB youth (aged 11-17), 2013-2025



ASH Smokefree GB Youth Surveys, 2013-2025. Unweighted base: All 11-17 year olds (see counts in Table 3 in Appendix 1). 'Don't vape' and 'don't smoke' includes never vaper/smokers, once or twice vaper/smokers and ex-vaper/smokers. Young people who didn't want to say their vaping/smoking status are not included in any of the groups shown in this figure.

In 2023 a significantly higher proportion of youth never smokers vaped (2.3%) than adult never smokers (1.1%, Figure 8). Vaping among young never smokers is now at a more similar level to adults (1.6% in 11-17 year olds and 0.9% in adults in 2025). However, vaping among underage never smokers remains higher than in 2020.

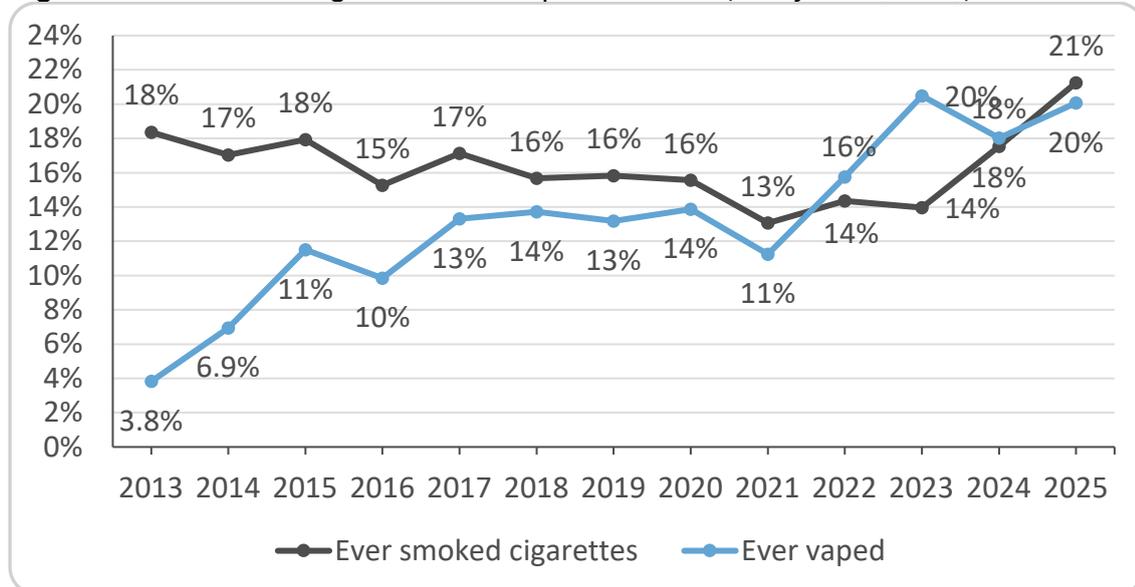
Figure 8. Proportion of never smokers who currently vape, GB adult never smokers and youth never smokers (aged 11-17), 2013-2025



ASH Smokefree GB Adult & Youth Surveys, 2014-2025. Unweighted base: adult & youth never smokers (see counts in Table 4 in Appendix 1)

A concerning trend in 2025 is significant increases in those reporting they have tried smoking and that they intend to smoke in the future. While current smoking has not significantly increased these other increases are concerning and may mean that regular smoking increases in the future. Ever tried smoking is up compared to 2023 from 14% to 21% (Figure 9). This increase has followed a period of increase in ever having tried vaping between 2021 and 2023.

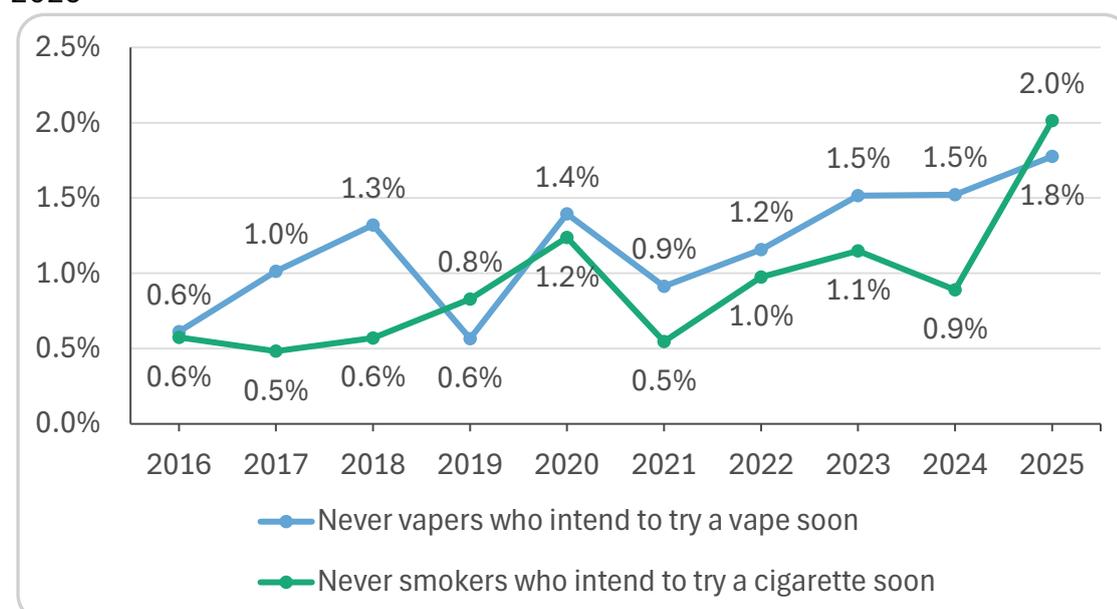
Figure 9. Ever use of cigarettes and vapes over time, GB youth (11-17), 2013-2025



ASH Smokefree GB Youth Surveys, 2013-2025. Unweighted base: all 11-17 year olds (see counts in Table 3 in Appendix 1)

The proportion of never smokers who report that they think they will try smoking soon from 0.9% to 2.0% (Figure 10). It is unclear what might be driving this. The increase was seen among both those who have and have not tried vaping.

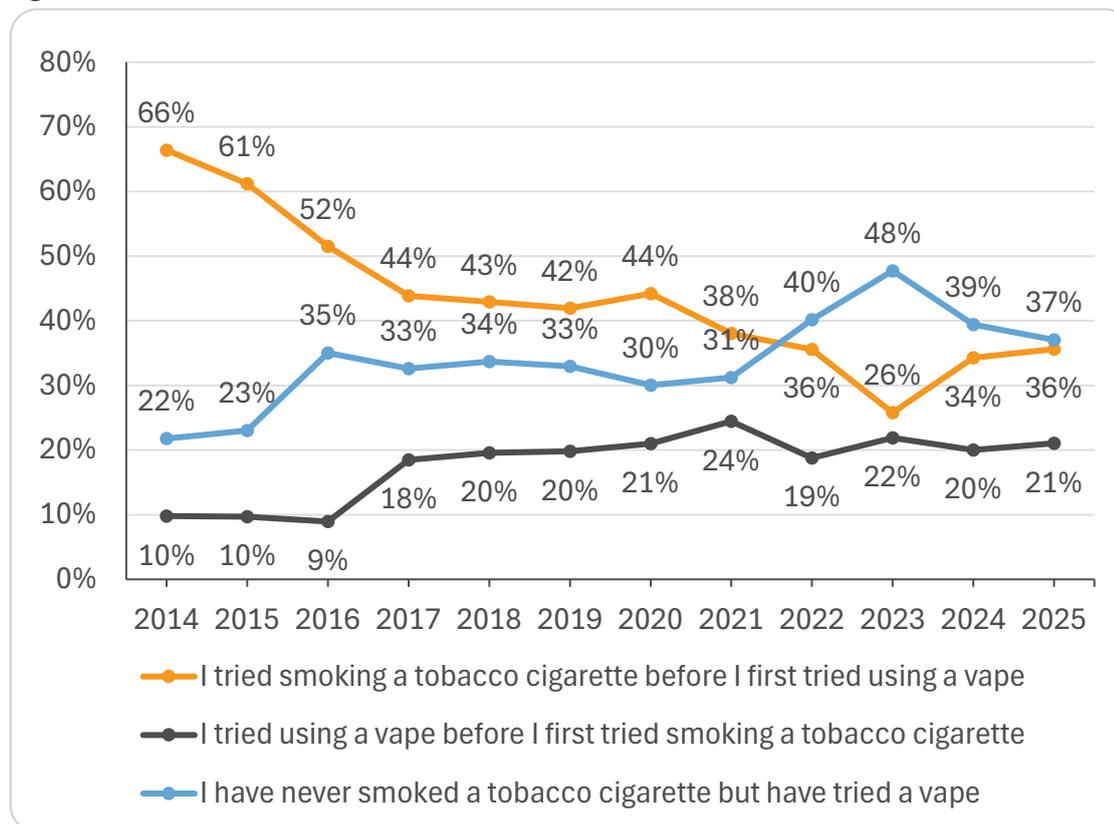
Figure 10. Intention to try cigarettes and vapes soon, GB youth (aged 11-17), 2016-2025



ASH Smokefree GB Youth Survey, 2016-2025. Unweighted base: All 11-17 year olds (see counts in Table 3 in Appendix 1)

However, although we have seen an increase in trying smoking and intention to try smoking it is not clear that increased levels of vaping are leading to this increase. The proportion of 11-17 year olds who report they tried vaping and then tried smoking remains unchanged at 21% (Figure 11). It is unclear why trial of smoking and intention to try smoking could be increasing but it does not seem clear that vaping behaviour is the driver.

Figure 11. Pattern of vaping and smoking among GB children who have tried vaping (aged 11-17), 2014-2025

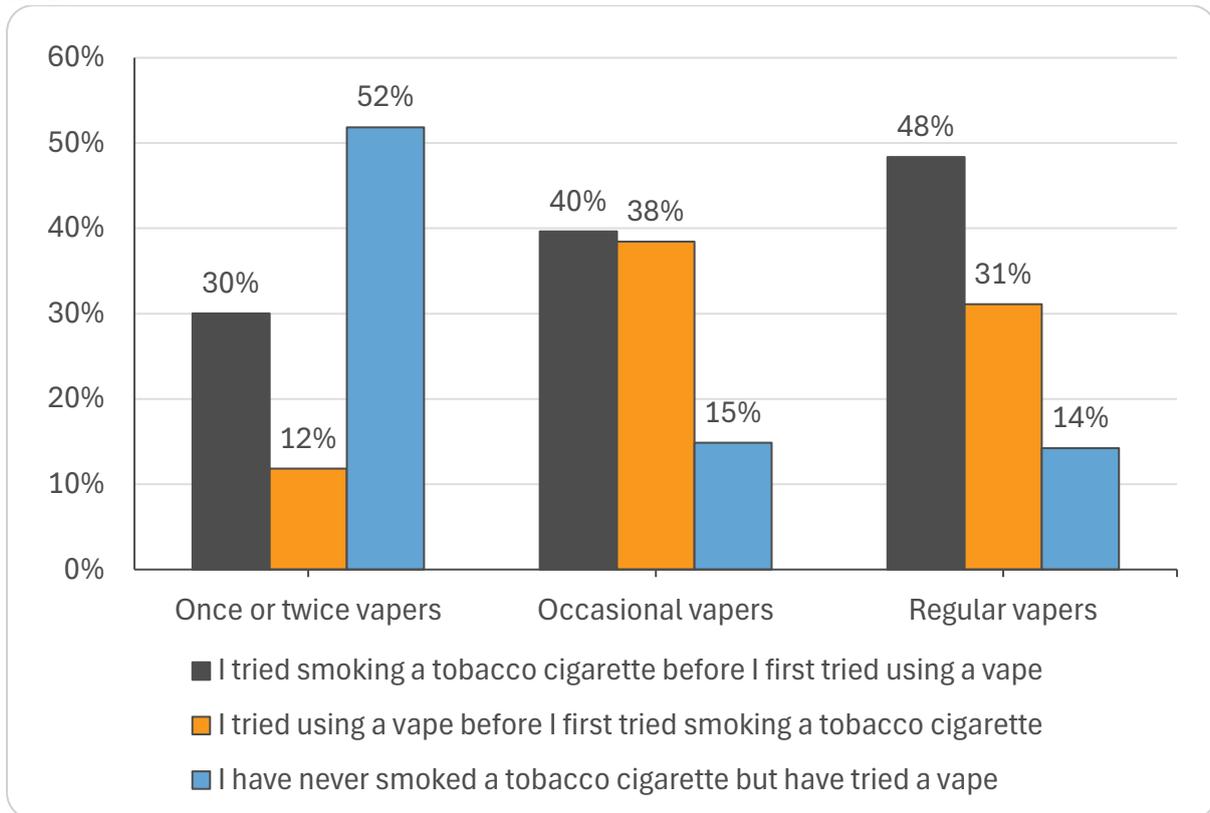


ASH Smokefree GB Youth Surveys, 2014-2025. Unweighted base: 11-17 year old respondents who said they have tried vaping (2014=118, 2015=210, 2016=168, 2017=279, 2018=254, 2019=301, 2020=327, 2021=266, 2022=390, 2023=472, 2024=528, 2025=623). In 2014 to 2023, the wording was "real cigarette". In 2024, wording was split to compare "real cigarette" and "tobacco cigarette", and from 2025 the wording is "tobacco cigarette". The 2024 results are combined in this graph.

Figure 12 shows how the order of use of cigarettes and vapes by different degrees of vaping. Those who said 'I have only tried vapes (e-cigarettes) once or twice' had most often never tried cigarettes (52%). Their next most likely experience was to try a cigarette before a vape (30%). These experimental vapers had rarely tried a vape and then a cigarette (12%).

Regular vapers and occasional vapers were less likely to have never tried smoking at all (14% and 15%, respectively).

Figure 12. Order of use between cigarettes and vapes, GB youth vapers (aged 11-17), 2025



ASH Smokefree GB Youth Survey, 2025. Unweighted base: 11-17 year old respondents (Once or twice vapers=344 , Occasional vapers (less than weekly)=92, Regular vapers (more than weekly)=139)

2. Motivation and Attitudes

Reasons for Use

- Main reason: 'Just to give it a try' (42% overall; 60% of never smokers).
- Other reasons: Peer influence (11%), flavours (11%), stress (6%).
- Liking flavours was reported more by never smokers (14%) than ever smokers (5%).
- Use of vapes as a quitting aid is less common among 11-17 year olds than among adults. In 2025 21% of underage ex-smokers report they used a vape in their last quit attempt compared to 55% of adults who quit smoking in the last 5 years.

Perceptions of Harm

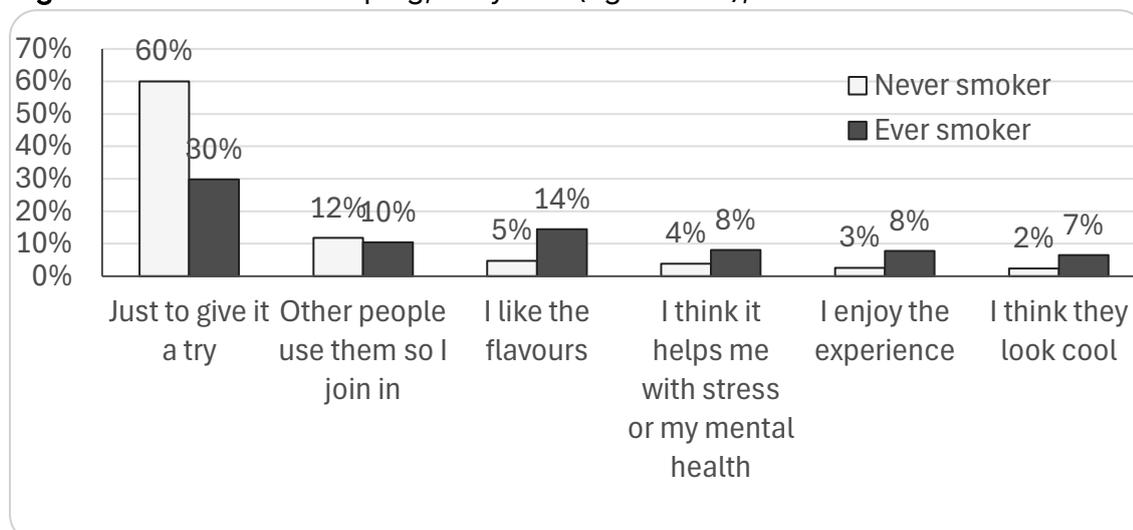
- 63% believe vaping is equally or more harmful than smoking (up from 41% in 2022). This includes 52% of those who have tried vaping.
- Misperceptions mirror trends among adults, where 56% believe vaping is as/more harmful than smoking.

Respondents who had ever used a vape (including current, ex-users and those who had tried them at least once) were asked what reason best described why they vape or had vaped. Overall, the most common reason was 'Just to give it a try' (42%), followed by 'Other people use them so I join in' (11%), 'I like the flavours' (11%), 'I think it helps me with stress or my mental health' (6%) and 'I enjoy the experience' (6%). These were also the most common reasons in 2024.

The most frequent reason chosen by never smokers was 'Just to give it a try' (60%, Figure 13). The next most common reason was 'Other people use them, so I join in' (12%).

Ever smokers gave more diverse reasons for vaping, although 'Just to give it a try' (30%) was still the most common. Other reasons included liking the flavours (14%), joining in with others (12%), stress relief (8%), enjoying the experience (8%) and thinking they look cool (7%). Liking the flavours was the main reason given for vaping by a higher proportion of never smokers (14%) than ever smokers (5%).

Figure 13. Reasons for vaping, GB youth (aged 11-17), 2025



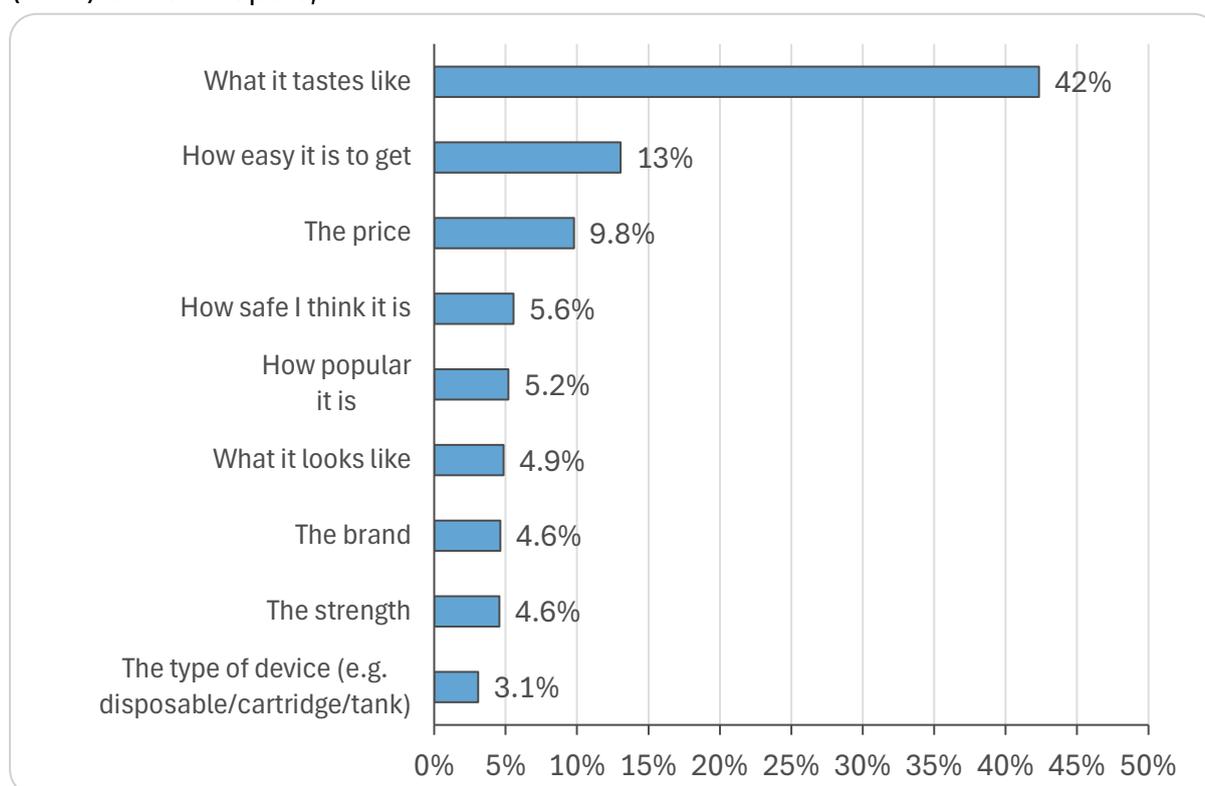
ASH Smokefree GB Youth Survey 2025. Unweighted base: 11-17 year old respondents who have tried

vaping (Never smokers = 236, Ever smokers = 368). Only reasons chosen by 5% or more of at least one group are shown.

Using vapes as an aid to stop smoking appears to be more common among adults than 11-17 year olds. Among those who are now ex-smokers 21% of 11-17 year olds reported they used a vape in their last quit attempt compared to 55% of adults who have stopped smoking in the last 5 years.

Young people who vape are most likely to cite how a vape tastes as their reason for choosing the products they vape (Figure 14). Access and price are also popular reasons.

Figure 14. Most important consideration when deciding which vape to use, GB youth (11-17) current vapers, 2025



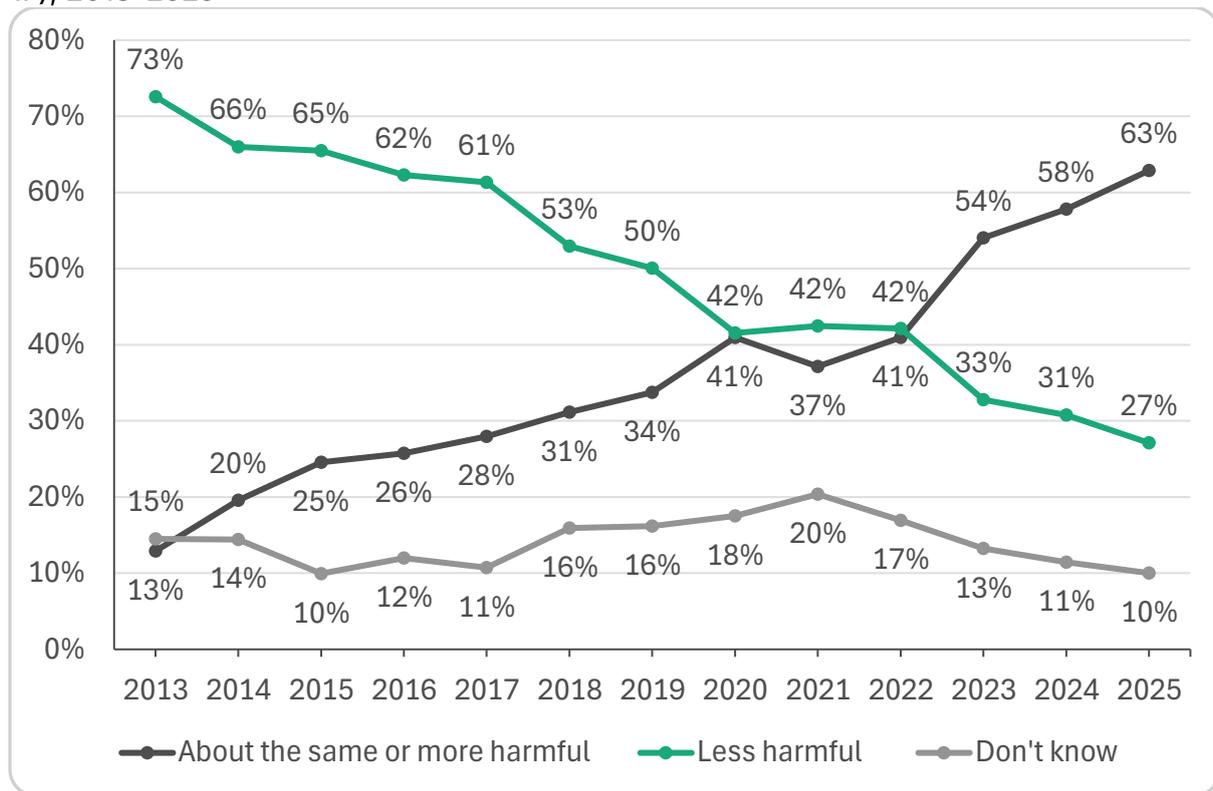
ASH Smokefree GB Youth Survey 2025. 11-17 year old respondents who currently vape (n=231)

2.1 Perceptions of harm

Since 2013 there has been a steady fall in the number of young people who correctly identify vaping as being relatively less harmful than tobacco smoking. In 2013, 73% of young people correctly said that vaping is less harmful than smoking, falling to just over a quarter (27%) in 2025 (Figure 15).

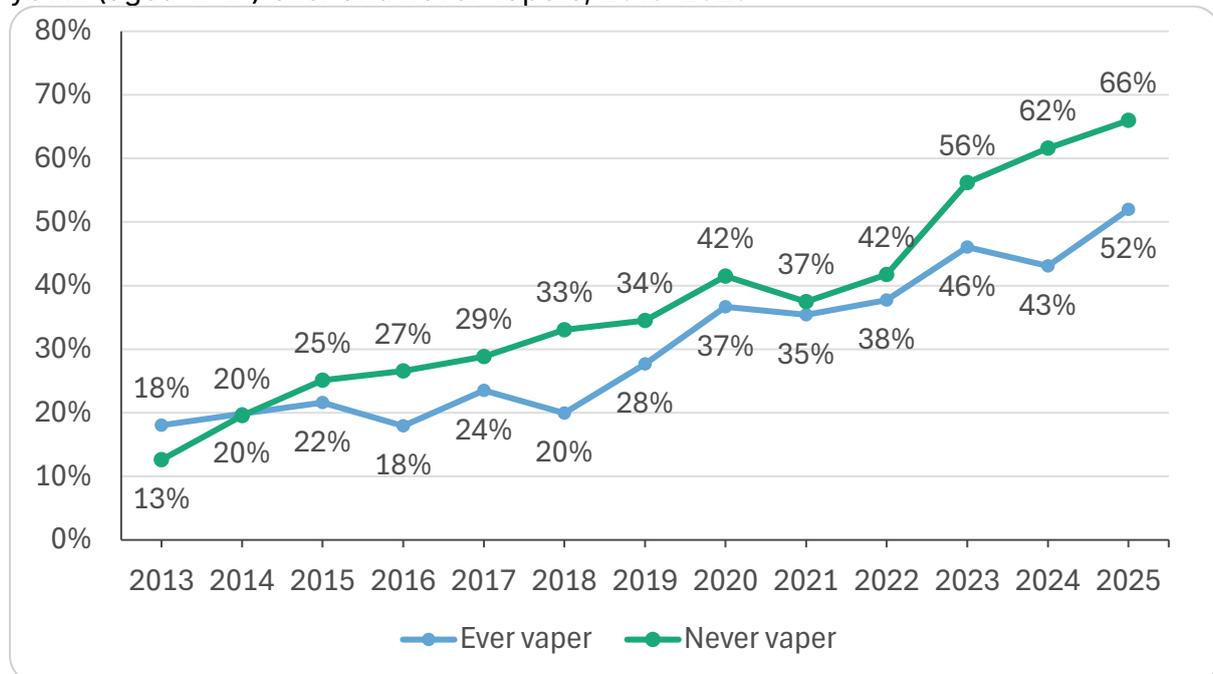
The proportion of young people incorrectly saying that vapes are more or equally harmful as tobacco cigarettes has grown from 13% in 2013 to nearly two-thirds (63%) in 2025. This includes over half (52%) of those who have tried vaping (Figure 16), so believing vaping is at least as harmful as smoking does not appear to be putting children off trying vaping. There are similar misconceptions among adults, with over half (56%) of GB adults believing that vaping is equally, more or much more harmful than smoking.

Figure 15. Perceptions of harm of vapes compared with cigarettes, GB youth (aged 11-17), 2013-2025



ASH Smokefree GB Youth Surveys 2013-2025. Unweighted base: 11-17 year olds aware of vapes (2013=1,190, 2014=1,483, 2015=1,700, 2016=1,607, 2017=1,968, 2018=1,687, 2019=1,863, 2020=1,909, 2021=1,905, 2022=1,916, 2023=1,917, 2024=2,336, 2025=2,533)

Figure 16. Belief that vaping is equally or more harmful compared with smoking, GB youth (aged 11-17) ever and never vapers, 2013-2025



ASH Smokefree GB Youth Surveys 2013-2025. Unweighted base: Ever and never vapers (counts in Table 5 in Appendix 1)

3. Devices, flavours and dependence

Device Types

- 42% of youth vapers primarily use disposables (down from 69% in 2023). Fieldwork conducted prior to the disposables vapes ban which came into force in May 2025.

Brand Popularity

- Most tried brand: Elf Bar (48%), followed by Crystal Bar (39%) and Lost Mary (38%).

Flavour Preferences

- Most popular: Fruit (59%), Other sweet flavours (17%).
- Youth much less likely to use tobacco (3%) or menthol/mint (7%) flavours compared to adults.
- 48% of 11-17 year olds report they use ice flavours, not significantly different to the 41% of adult vapers.

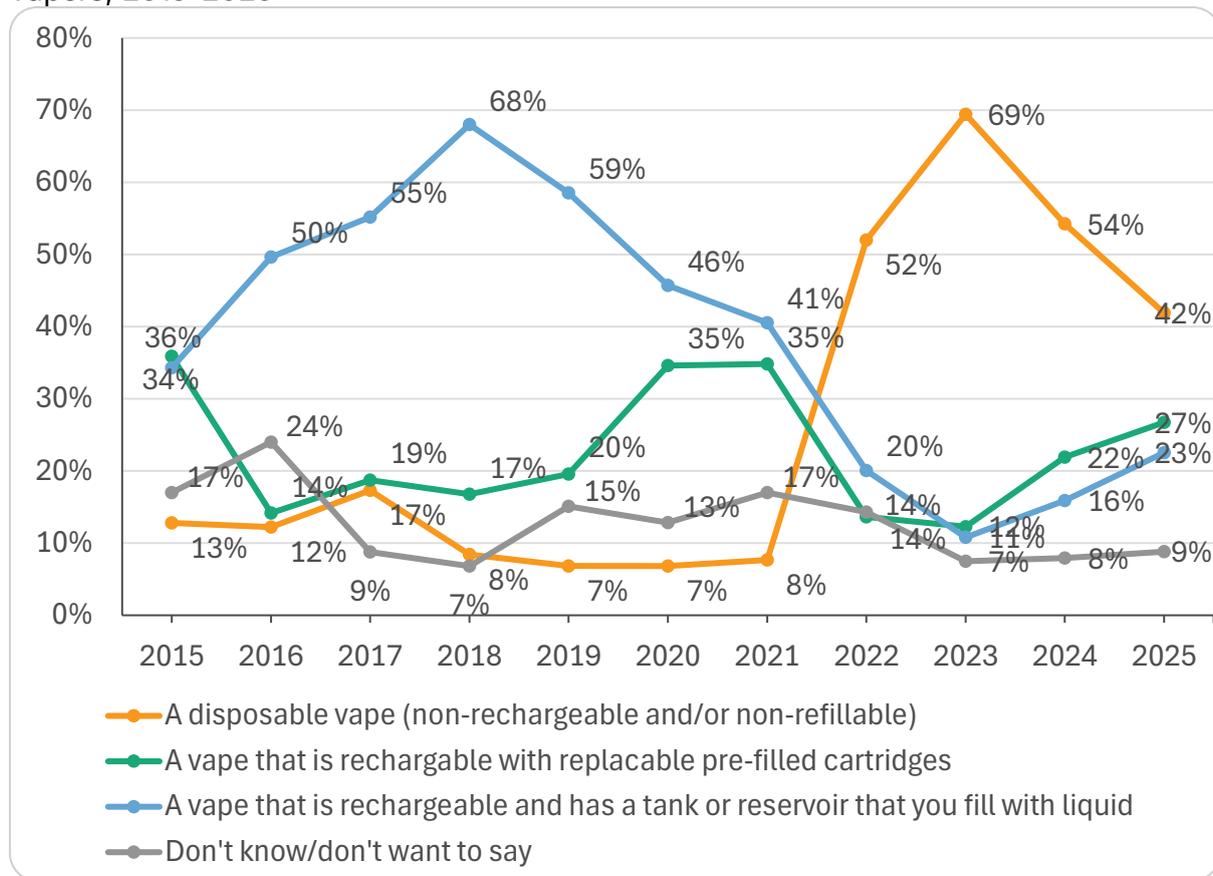
Indicators of Dependence

3.1 Device types

The most frequently used device has changed significantly over time. In 2025, 42% of young people aged 11-17 chose the disposable type (Figure 17). This is a decrease since 2023 (69%). Before 2021, disposable vapes were much less popular. There was more than a 7-fold increase between 2020 and 2022.

A disposable vape ban came into force on 1st May 2025. Fieldwork for this survey was therefore conducted prior to the ban coming into force. In the 2026 survey we will be able to assess the extent to which vapers have switched to reusable products.

Figure 17. Most frequently used vapes by device type, GB youth (aged 11-17) current vapers, 2015-2025



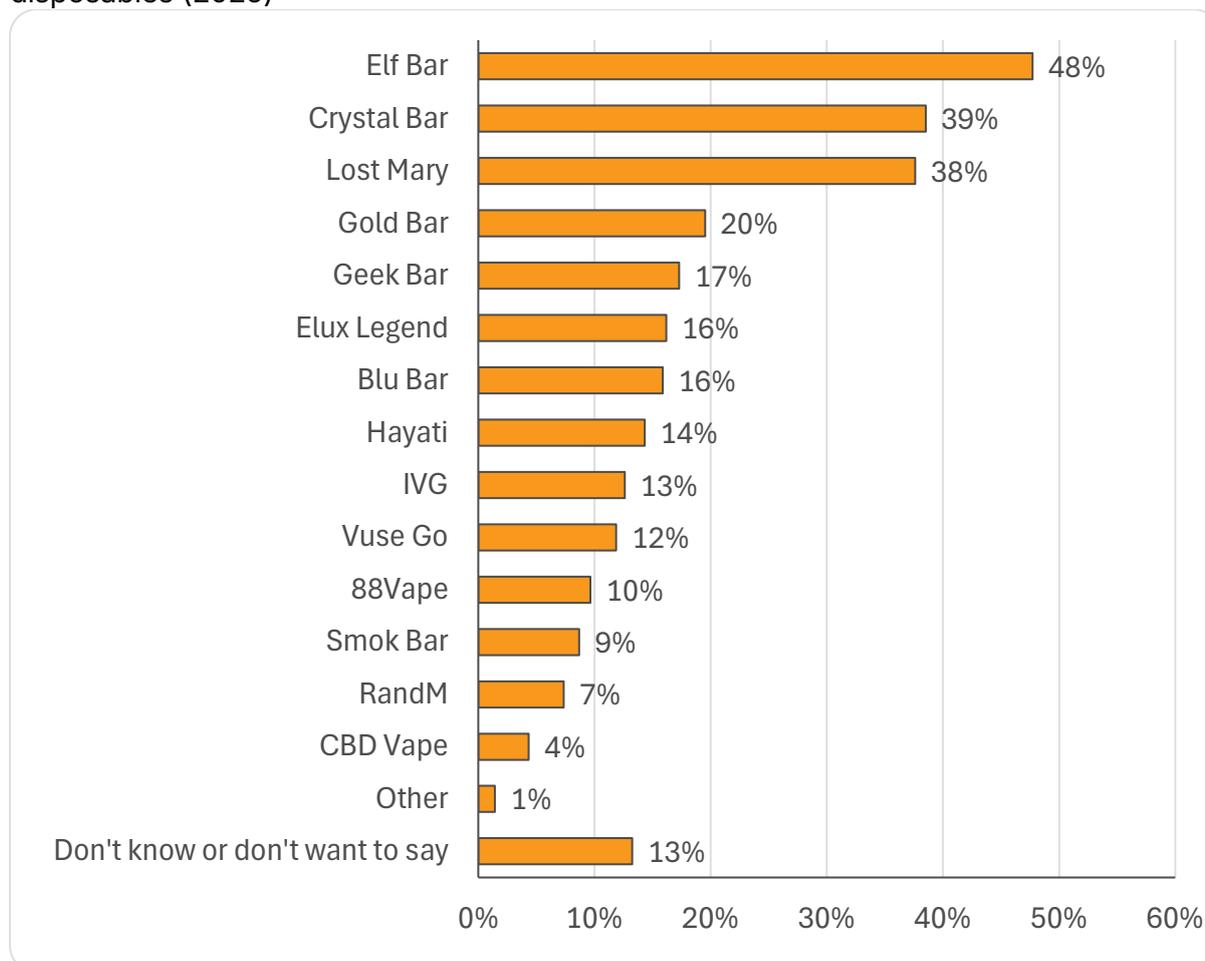
ASH Smokefree GB Youth Surveys 2015-2025. Unweighted base: 11-17 year old current vapers (2015=41, 2016=36, 2017=60, 2018=59, 2019=94, 2020=94, 2021=76, 2022=172, 2023=187, 2024=213, 2025=231)

3.2 Brand preferences

As in the previous few years, among youth aged 11-17 who use disposable vapes the most popular brand of disposable vape is Elf Bar (48% of current vapers have tried, Figure 18). The next most popular are Crystal Bar (39%) and Lost Mary (38%).

None of the main disposable products on the market are made by tobacco companies. Our surveys show that 16% of current vapers aged 11-17 had tried tobacco industry owned products Blu Bar and 12% Vuse Go.

Figure 18. Brand of devices ever tried by GB youth (aged 11-17) who currently vape disposables (2025)



ASH Smokefree GB Youth Survey, 2025. Unweighted base: 11-17 year old respondents who currently use disposable vapes (185). Respondents asked to select every brand they have used.

3.3 Flavour preferences

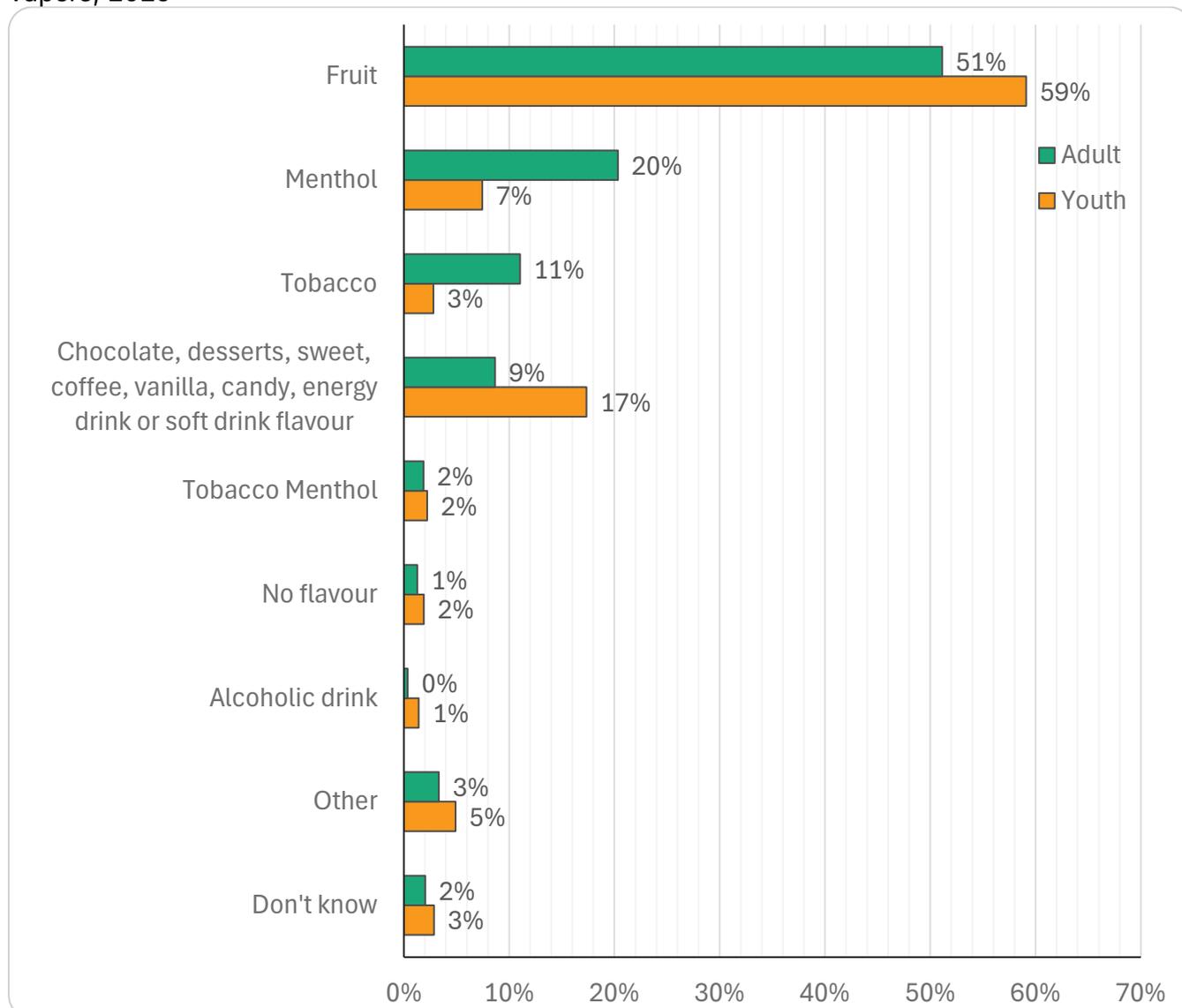
In 2025, 4% of current vapers said they usually use nicotine-free vapes. A further third (34%) used vapes below the maximum legal nicotine strength for adults (20mg/ml or 2%), another fifth (20%) used vapes at that limit and 12% report using vapes above the limit. The remaining 29% didn't know or didn't want to say their usual vape strength.

The most frequently used vape flavouring for young people is 'fruit flavour' chosen by 59% of current vapers. The next most popular are sweet flavours, including chocolate, candy, coffee vanilla, energy drink and soft drink flavours, chosen by 17%. No other flavour is cited by more than 10% of current child vapers. (Figure 19).

Fruit is also the most popular flavour among adults (51%), but children are more likely than adults to choose sweet flavours (17% children, 9% adults) and less likely to choose tobacco (3% children, 11% adults) and mint/menthol flavours (7% children, 20% adults).

Figure 19. Most frequently used vape liquid flavour, current GB youth (aged 11-17)

vapers, 2025



ASH Smokefree GB Youth Survey 2025. Unweighted base: 11-17 year old current vapers: 231

'Ice' flavours are products with ingredients designed to give a cooling sensation when used. They are usually added to another flavour (e.g. fruit, menthol). These flavourings have been shown to increase the appeal of products². Among all current 11-17 year old vapers, 48% use ice flavours sometimes (38%) or always (10%). This is similar to the proportion of 41% adult vapers who sometimes (31%) or always (10%) use ice flavours.

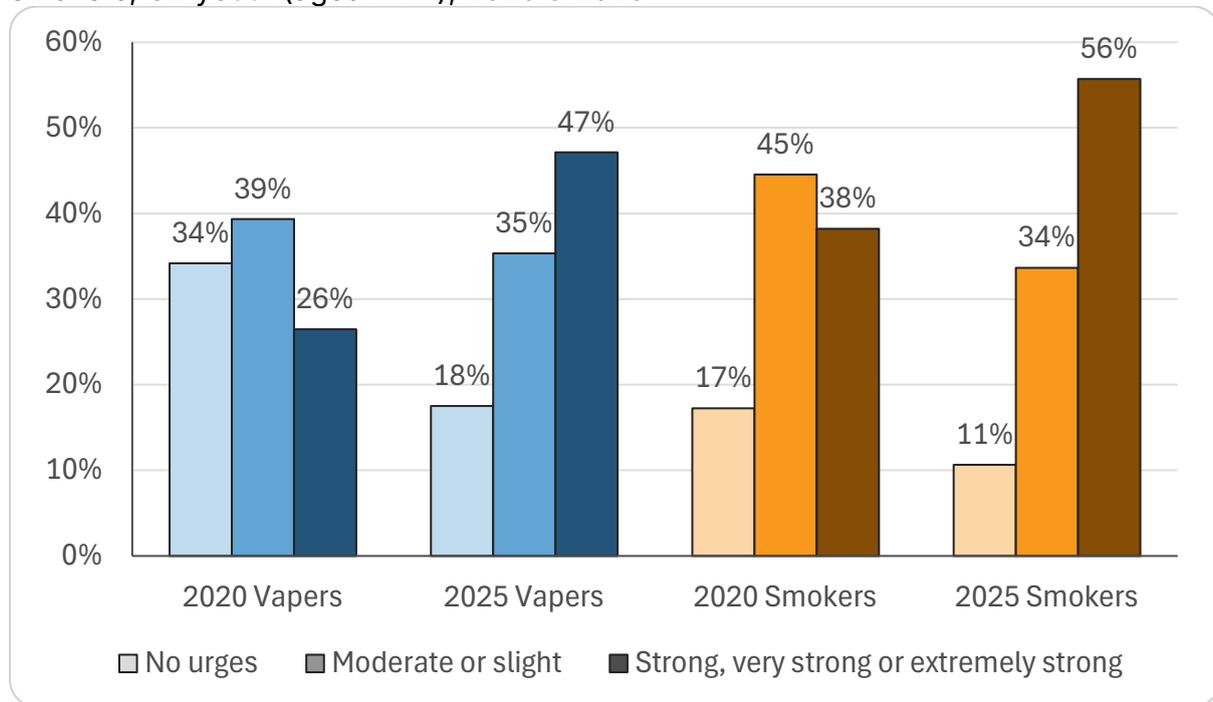
3.4 Indicators of dependence

As the number of young smokers and vapers are quite small, it is quite difficult to draw many conclusions about patterns in their behaviour. However, there is reason to think vapers are becoming more dependent on vapes than they have reported a few years ago. A quarter of vapers (26%) reported strong, very strong or extremely strong urges to vape in 2020, compared with nearly half (47%) in 2025 (Figure 20). The increase is significant.

In 2020, vapers were significantly more likely to report no urges to vape (34%) than

smokers were to report no urges to smoke (17%) (Figure 20). However, in 2025, the distribution of vapers' urges to vape is more similar to smokers' urges to smoke.

Figure 20. Reported urge to vape among vapers and reported urge to smoke among smokers, GB youth (aged 11-17), 2020 & 2025



ASH Smokefree GB Youth Survey, 2020 & 2025 Unweighted base: 11-17 year olds, (current vapers 2020=94, current vapers 2025=231, current smokers 2020=76, current smokers 2025=163)

4. Access and promotion

Sources of products

- Most common sources:
 - Given by someone (76% for first vape).
 - Shops (46%) and informal sources (25%) are common usual sources of vapes despite age restrictions
 - One in ten (10%) say that they usually get their vapes online
- 2.0% of vapers say they were given their first vape by a company promoting the product

Exposure to promotion

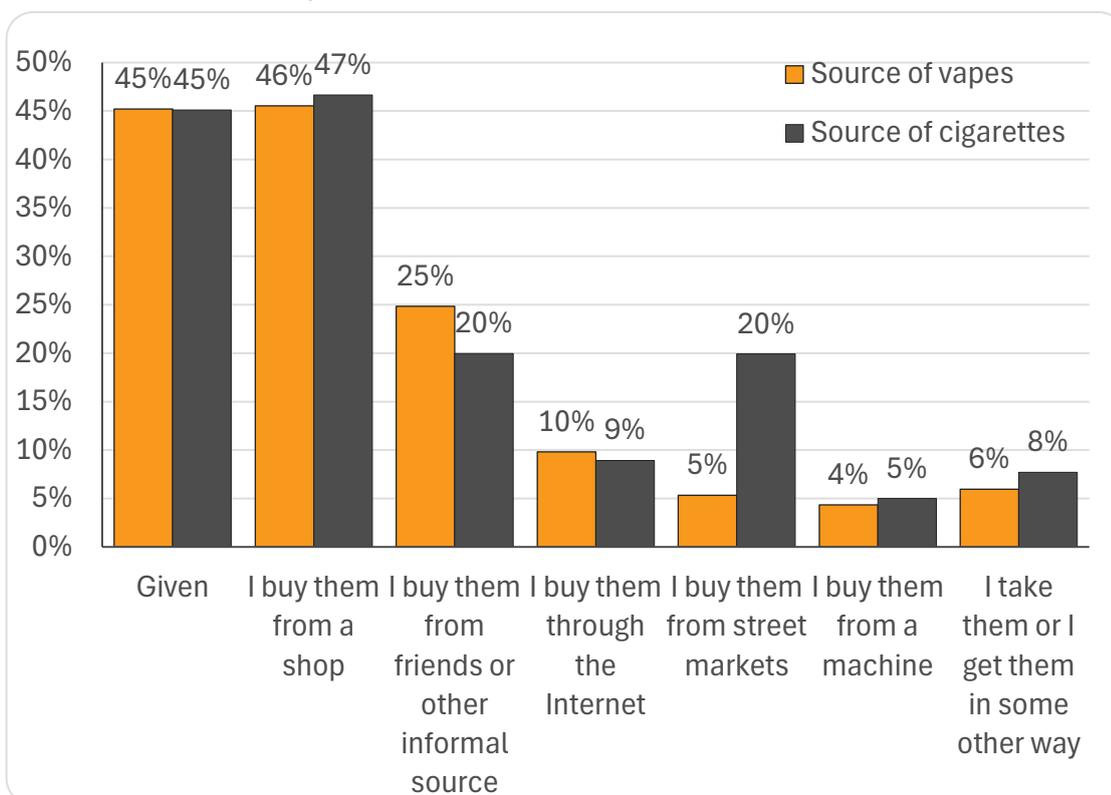
- 71% reported seeing vape promotion.
 - 55% in shops.

4.1 Sources of products

The sale of tobacco and vapes to people under the age of 18 is an offence, however purchase from shops is common with 46% of 11-17 year olds who currently vape purchasing from shops, and 47% of smokers (Figure 21). A substantial proportion of current vapers buy from an informal source (25% for vapes and 20% for cigarettes) even though proxy purchase, buying on behalf of someone else, is also illegal.

Online purchases are much less frequent, with 10% of current vapers citing this as a source and 9% of smokers. Street markets are a more common source of cigarettes (20%) than vapes (5%).

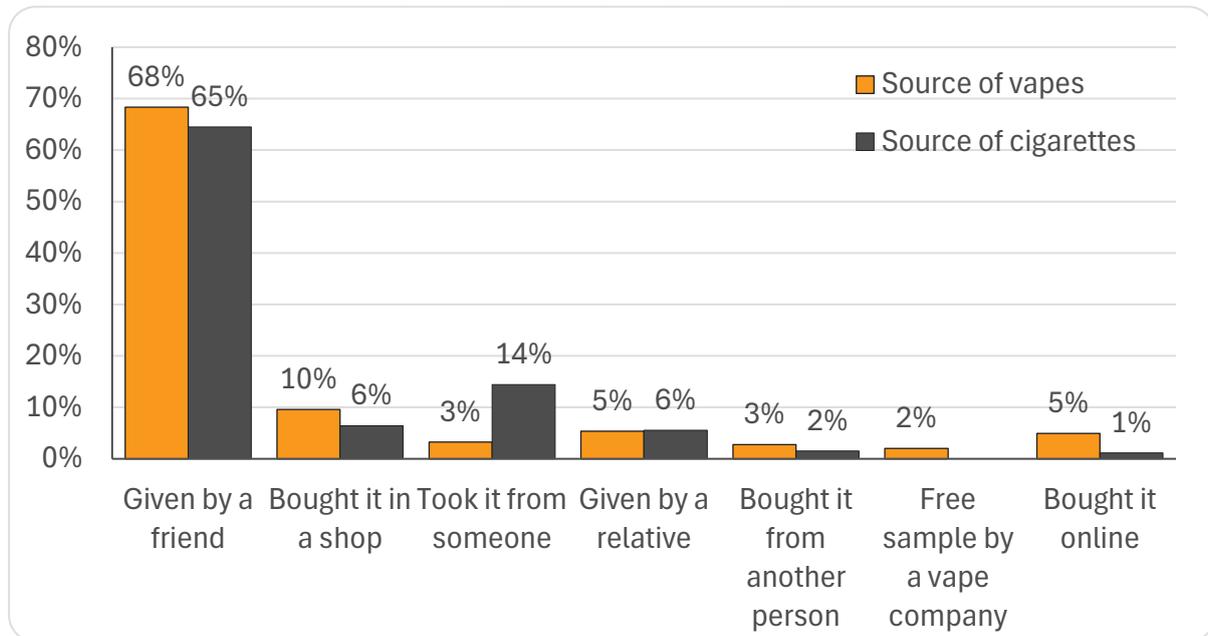
Figure 21. Usual sources of cigarettes and vapes, GB youth (aged 11-17) current smokers & current vapers, 2025



ASH Smokefree GB Youth Survey, 2025. Unweighted base: 11-17 year olds who currently smoke or vape (respondents who currently smoke: 163, respondents who currently vape: 231). Respondents allowed to tick more than one box if more than one usual source.

Children are most likely to be given their first cigarette (70%) and vape (76%), primarily by friends (Figure 22). Around one in 50 (2%) of ever vapers say they were given their first vape by an e-cigarette company. At the current time, unlike selling vapes to children, giving them vapes is not illegal whatever their age.

Figure 22. Source of first vape or cigarette, GB youth (aged 11-17) ever smokers &



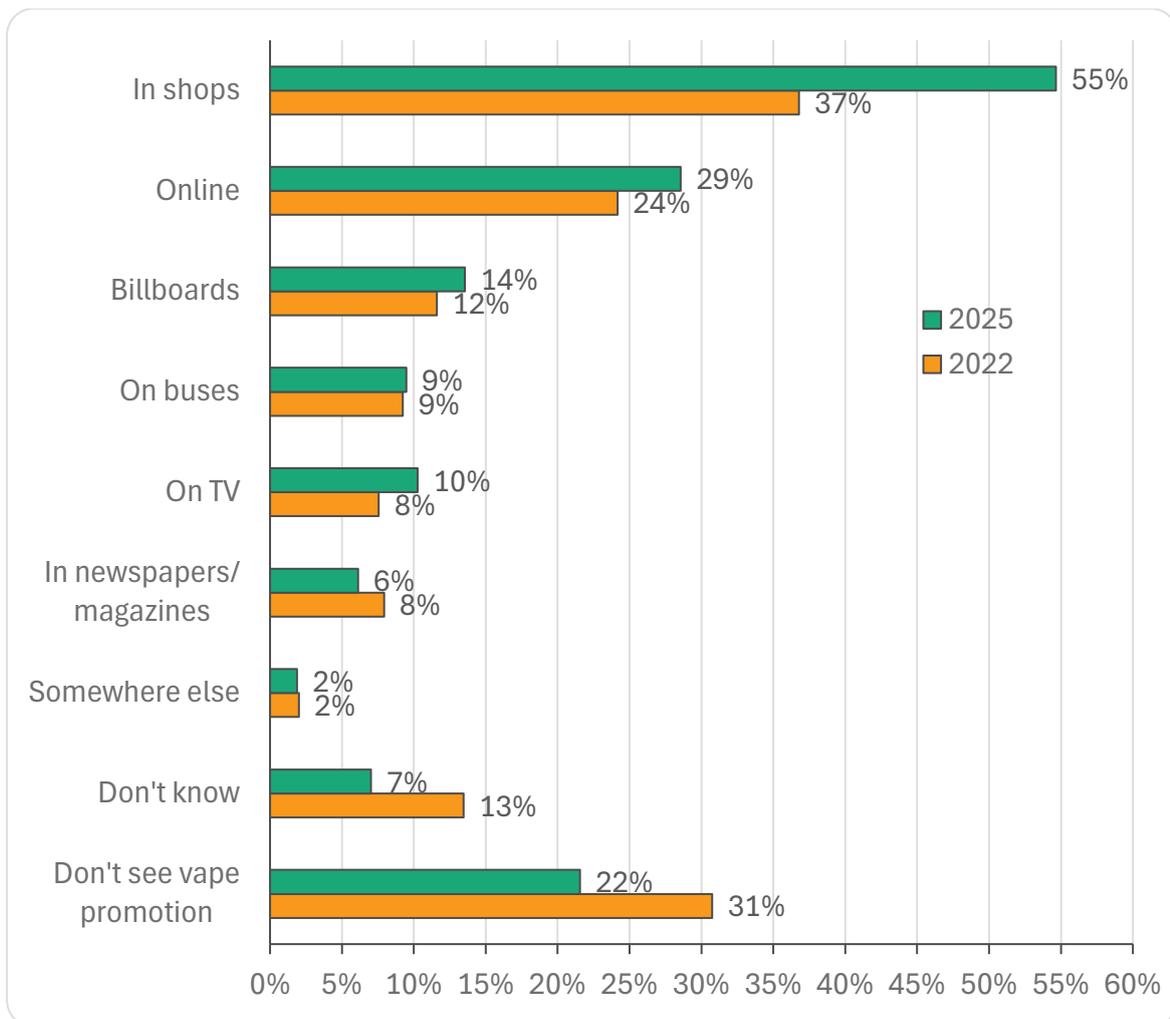
ever vapers, 2025

ASH Smokefree GB Youth Survey, 2025. Unweighted base: 11-17 year olds who have ever tried cigarettes: 619; 11-17 year olds who have ever tried vapes: 623

4.2 Exposure to promotion

Figure 23 shows how the awareness of vaping promotion has grown among 11-17 year olds between 2022 and 2025. There has been a significant increase in awareness of promotion of vapes over these years, particularly in shops (37% in 2022, 55% in 2025) and a decline in those saying they don't see vapes being advertised. In 2022, 56% of 11-17 year olds who are aware of vapes report they were exposed to some form of vape promotion. In 2025, 71% reported having seen vape promotion, the most common type being in shops (55%) and online (29%).

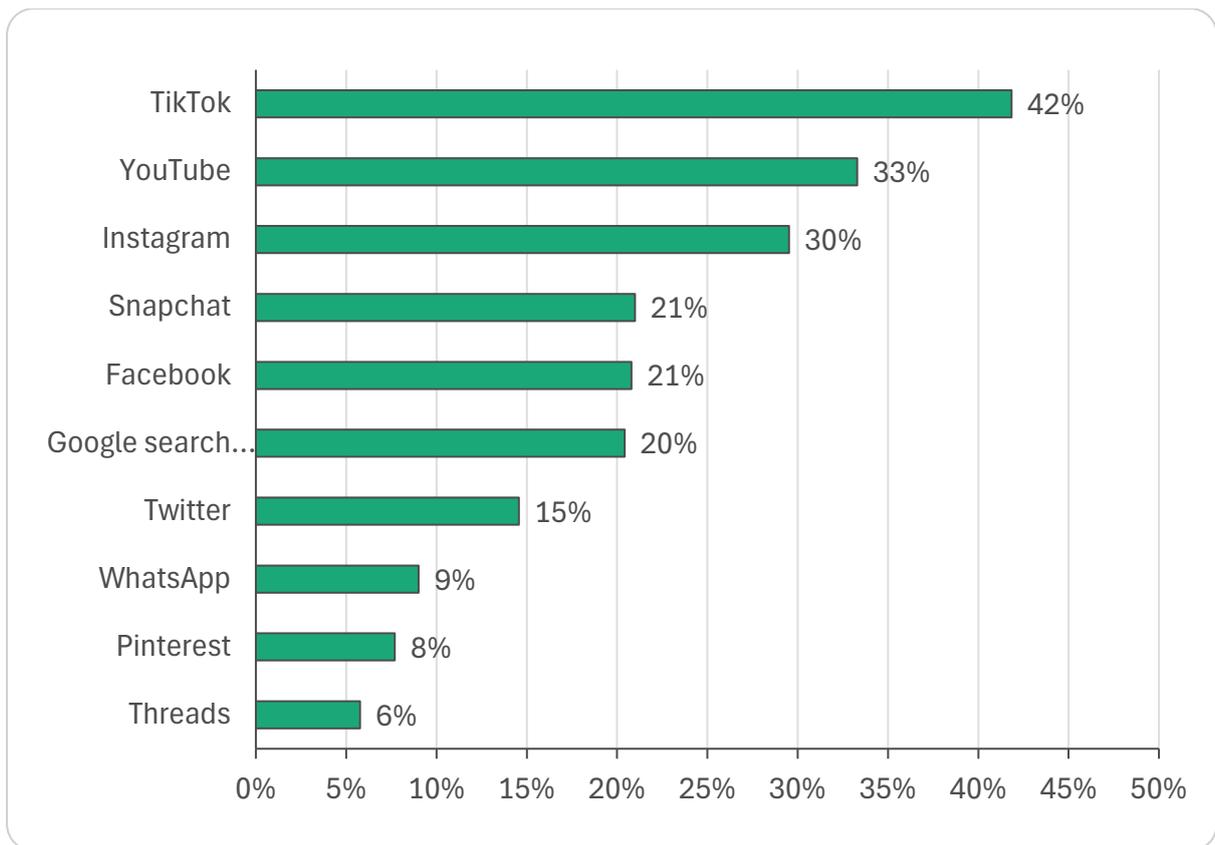
Figure 23. Awareness of vape promotion among GB youth (aged 11-17) who are aware of vapes, 2022 & 2025



ASH Smokefree GB Youth Surveys 2022 & 2025. Unweighted base: 11-17 year olds aware of vapes (2022=1,916, 2025=2,533)

Of those who reported seeing vapes promoted online the most common place was on TikTok (42%), followed by YouTube (33%) and Instagram (30%). (Figure 24)

Figure 24. Top 10 most common places young people reported seeing online vape promotion, GB youth (aged 11-17) who have seen vapes promoted online, 2025

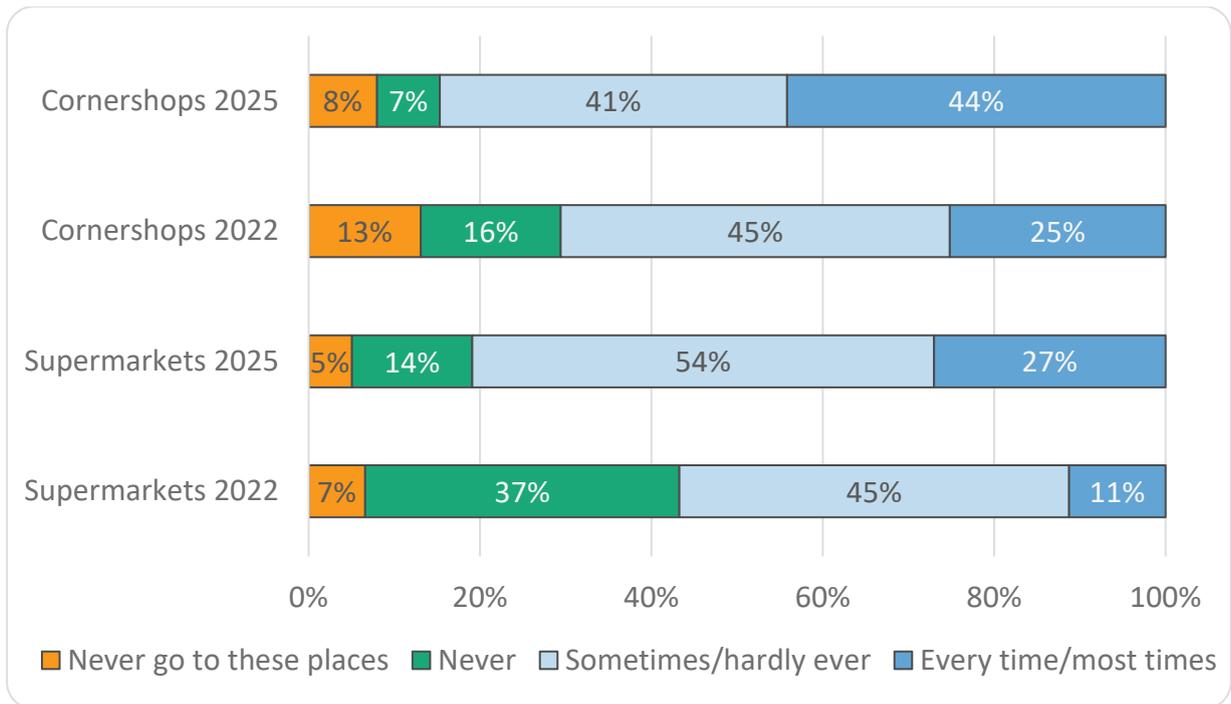


ASH Smokefree GB Youth Surveys 2025. Unweighted base: 11-17 year olds aware of vapes who have seen them promoted online (n=734)

There are differences in awareness of vape promotion between those who have and haven't vaped. While all 11-17 year olds are equally likely to report in-store promotion, those who have tried vaping are more likely to report awareness of online promotion (never vaped 25%, ever vaped 40%)

The increase in awareness of vape promotion in shops is most pronounced in supermarkets. Between 2022 and 2025 there has been a 23 percentage point drop in young people who report they never see vapes displayed in supermarkets and increase in those who sometimes or often do (Figure 25).

Figure 25. Noticing displays, GB youth (aged 11-17), 2022 & 2025



ASH Smokefree GB Youth Surveys 2022 & 2025. Unweighted base: all 11-17 year olds who are aware of vapes (2022=1,916, 2025=2,533)

5. Predicted behaviour with policy change

Predicted Behaviour: Disposable Ban

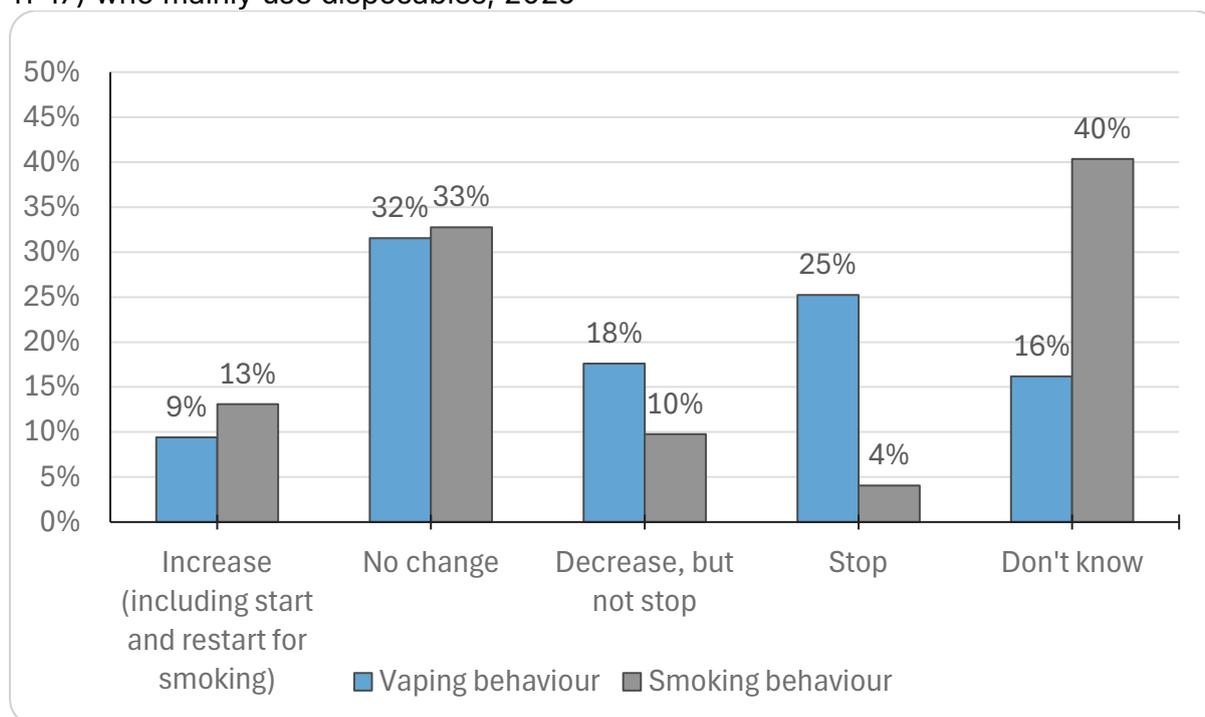
- Ahead of the disposable vapes ban coming into force we asked current disposable vape users what they thought they'd do in response. A quarter (25%) said they would stop vaping and 4% said they would stop smoking. However, the majority said they would continue to vape (59%)

Predicted Behaviour: Flavour Restrictions

- We asked current vapers what impact they thought restricting flavours to only tobacco/mint/menthol would have on their behaviour:
 - 33% no impact on vaping level
 - 14% would smoke more
- The majority (68%) thought they would continue to vape to some degree. Among those, 38% would seek flavours illicitly and 11% would make their own e-liquids

Ahead of the disposable vapes ban coming into force we asked current disposable vape users what they thought they'd do in response. A quarter said they would stop vaping and 4% said they would stop smoking (13% said they would start smoking/ smoke more). However, the majority said they would continue to vape (59%). Among those who said they would continue to vape 68% would switch to reusable devices and 44% say they would try to obtain illegal disposables (Table 1).

Figure 26. Predicted behaviour when disposables are banned, GB youth vapers (aged 11-17) who mainly use disposables, 2025



ASH Smokefree GB Youth Survey 2025. Unweighted base: 11-17 year olds who currently mainly vape using disposables (n=102).

Table 1. 11-17 year olds who currently mainly vape using disposables, and who said they would continue vaping after disposables ban

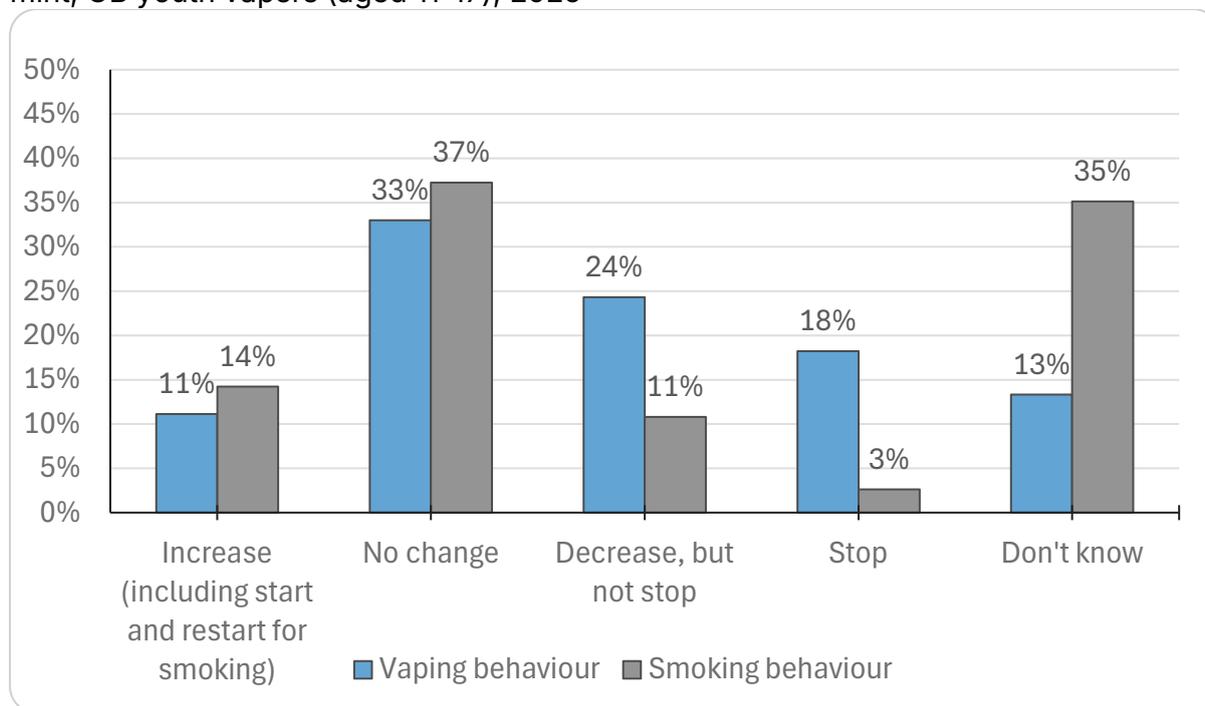
I will still try to get illegal disposable vapes	44%
I will use a reusable type of vape instead	68%
Other	2%
Don't know	8%

ASH Smokefree GB Youth Survey 2025. Unweighted base: 11-17 year old current vapers who mainly use disposables and said they would continue vaping after disposables ban (n=56)

We also asked vapers what they would do in the event of a hypothetical ban on flavours (Figure 27). As with the hypothetical disposables ban around a third said it wouldn't change their vaping behaviour and 24% saying they would decrease but not stop. Over a third of those who smoked said it would not change their smoking behaviour (37%) but 14% said it would increase their smoking (14% said it would decrease or stop their smoking). Among those who said they would continue to vape half said they would use the flavours available and 38% said they would try and

access illegal flavours (Table 2).

Figure 27. Predicted behaviour if vape flavours are limited to tobacco, menthol and mint, GB youth vapers (aged 11-17), 2025



ASH Smokefree GB Youth Survey 2025. Unweighted base: 11-17 year olds current vapers (n=231).

Table 2. 11-17 year olds who currently vape and who said they would continue vaping if flavours are restricted

I would still try to get other flavours illicitly	38%
I would vape using these flavours	50%
I would make my own e-liquid	11%
I would use unflavoured vapes	13%
Other	1%
Don't know	11%

ASH Smokefree GB Youth Survey 2025. Unweighted base: 11-17 year old current vapers who said they would continue vaping if flavour restrictions were introduced (n=149)

5.1 Experiment to evaluate the impact of standardising vape packaging

In the 2021 survey³, images of different e-cigarette starter packs were shown to 11-18 year old respondents to our survey who were asked to tell us which packs they would be interested in trying. Respondents were randomly allocated either to packs with their usual brand imagery or packs with the brand imagery removed, but the brand name retained. The experiment sought to assess if young people were more likely to be interested in packs with brand imagery than those without.

Among those shown the branded packs 40% expressed a preference for one of the brands. Among those shown packs without brand imagery 32% expressed a preference – a statistically significant difference. Among the children who had never tried an e-cigarette the difference was slightly larger with 37% expressing a preference when shown the fully branded packs and 27% expressing a preference when shown the packs without brand imagery.

We showed the same packs to respondents in our survey of adult (18+ years). Among current smokers there was no statistically significant difference in trying an e-cigarette starter pack whether it had brand imagery (31%) or not (27%). Smokers who had never vaped were less likely to express a preference for packs with brand imagery removed than smokers who had tried vaping (13% compared to 36%). However, again there was no statistically significant difference between packs with brand imagery (14%) and those without (12%).

These findings suggest that removing brand imagery could have an impact in reducing the appeal of e-cigarettes to young people without compromising their appeal to adult smokers.

Appendix 1: ASH Smokefree GB Youth Survey methodology

The ASH Smokefree GB Youth Survey is an annual survey of young people in Great Britain ages 11-18 which has been running since 2013. The survey is carried out online by YouGov and is commissioned by Action on Smoking and Health (ASH). ASH receives core funding from the British Heart Foundation and Cancer Research UK.

Since 2021, the analysis in the factsheet focuses on 11-17 year olds as it enables a clear picture to be presented of underage use (since 2015 it has been illegal to sell e-cigarettes to anyone under the age of 18). With no legal distinctions in tobacco or e-cigarette usage within this age bracket, the relative group homogeneity allows greater analysis power.

Results have been weighted and are representative of GB children aged 11 to 17. As the survey is cross sectional, it does not prove causality in any direction. This year's survey was carried out online in 2025 and relevant comparisons with previous years are covered

in this briefing. Calculations of the total number of children who vape are by ASH. In each of the years we applied the proportions of current and ever vapers in the YouGov survey to the most recent available ONS mid-year GB population estimates for 11-17 year olds at the time the YouGov data was gathered.⁴ In 2024 and 2025 the 2023 population estimate was used. **Percentages in this report are given to the nearest whole number, or to one decimal place if under 10%. As a result, some sums may appear out by ±0.1 percentage points due to rounding error.**

Confidence intervals

Where 95% confidence intervals overlap, the differences could be due to chance. Not reaching significance means that differences are uncertain, not that the difference is proven not to be real.

Table 3.ASH Smokefree GB Youth Survey Participant Counts

Year	Age 11-15	Age 16-17	Age 18	Age 11-17	Ages 11-18 (full sample)	Dates
2025	1,778	968	298	2,746	3,044	14 th March – 24 th April
2024	1,644	930	298	2,574	2,872	21 st March – 18 th April
2023	1,280	748	628	2,028	2,656	21 st March - 18 th April
2022	1,335	776	502	2,111	2,613	1 st – 29 th March
2021	1,347	762	404	2,109	2,513	25 th March – 16 th April
2020	1,295	734	476	2,029	2,505	11 th – 31 st March
2019	1,243	739	541	1,982	2,523	12 th March – 3 rd April
2018	1,288	519	484	1,807	2,291	28 th February – 17 th March
2017	1,538	613	472	2,151	2,623	10 th March – 5 th April
2016	1,326	409	596	1,735	2,331	11 th March – 10 th April
2015	1,291	543	457	1,834	2,291	6 th -22 nd March
2014	1,348	469	251	1,817	2,068	21 st March - 1 st April
2013	1,422	473	283	1,895	2,178	21 st - 28 th March

Table 4. Counts for Figure 8

	Youth never smokers	Adult never smokers
2013	1,552	5,973
2014	1,496	5,995
2015	1,478	6,129
2016	1,466	6,099
2017	1,764	6,626
2018	1,486	6,746
2019	1,600	6,466
2020	1,640	6,832
2021	1,785	6,507
2022	1,723	7,130
2023	1,673	6,649
2024	2,043	7,339
2025	2,070	7,490

Table 5. Counts for Figure 16

	Ever vaper	Never vaper
2013	72	1,113
2014	118	1,361
2015	210	1,478
2016	168	1,434
2017	279	1,677
2018	254	1,423
2019	301	1,543
2020	327	1,567
2021	266	1,626
2022	390	1,514
2023	472	1,427
2024	528	1,788
2025	623	1,881

Appendix 2: Evolution of the regulatory framework

From October 2015 a minimum age of sale for e-cigarettes of 18 was introduced in England and Wales, making it illegal to sell e-cigarettes containing nicotine to under 18s or to purchase them on behalf of under 18s.⁵ However, a loophole in the law does not make it illegal to give free samples of e-cigarettes to under 18s. Scotland implemented their own age of sale and proxy purchasing regulations in April 2017,⁶ and Northern Ireland in February 2022.⁷

From 20th May 2016, a regulatory framework for e-cigarettes was introduced in the UK under the EU Tobacco Products Directive (TPD).⁸ From that date, the advertising or promotion, directly or indirectly, of electronic cigarettes and re-fill containers on a number of media platforms, including on television, radio, newspapers and magazines, was prohibited. The only advertising still allowed is at point of sale and other local advertising such as billboards. Scotland is currently in the process of consulting on whether to tighten its regulations to further limit the way vape products can be advertised and promoted.⁹

The new product rules under the TPD for e-cigarettes introduced a notification process for manufacturers and importers in May 2016.¹⁰ Non-compliant stock was allowed on sale for a further year until 20th May 2017.

The regulations are due to be updated and strengthened following a review in 2023, but the timescale and content of the revised regulations has still to be decided at time of publication of this factsheet. See below for a summary of the key product standards as at date of publication of this factsheet:

Nicotine strength of e-liquid

- Electronic cigarettes which contain up to 20 mg per ml of nicotine are regulated as consumer products.
- Products containing over 20mg per ml of nicotine are not legal unless they have a medicinal licence.¹¹
- Zero nicotine products are not covered by the TPD and do not require a medicinal licence. They are covered by general product safety rules.

Quantity of e-liquid

- Disposable electronic cigarettes, cartridges and tanks can contain a maximum of 2ml of e-liquid, while dedicated refill containers can contain up to 10ml.

Safety

- Products must be child-resistant and tamper evident.

Health warnings

- The pack must carry a health warning covering 30% of the surfaces of the unit packet and any outside packaging stating '*This product contains nicotine which is a highly addictive substance.*'

The Medicines and Healthcare products Regulatory Agency (MHRA) is the competent authority for the notification scheme for e-cigarettes and refill containers in the UK. Consumers and healthcare professionals can report side effects and safety concerns with e-cigarettes or refill containers to the MHRA through the Yellow Card reporting system.¹² They can also report products suspected to be defective or non-compliant to their local Trading Standards service or to TPDsafety@mhra.gov.uk.

The MHRA assesses all reports received in associated with nicotine-containing e-cigarettes and works with local Trading Standards teams to investigate as needed.

ASH uses its annual online survey to ask e-cigarette users questions about the type of product they use to inform our understanding of the impact of the current regulations and how the market for e-cigarettes is evolving.

Appendix 3: Definitions

Vaping

Vaping is assessed in two parts:

Part 1:

Have you heard of vapes, also called electronic cigarettes or e-cigarettes?

Yes, I have

No, I haven't

Don't know

Those who answer, "Yes I have" are then asked Part 2:

Which ONE of the following is closest to describing your experience of vapes (e-cigarettes)?

- 1) I have never used a vape (e-cigarettes)
- 2) I have only tried a vape (e-cigarettes) once or twice
- 3) I used vapes (e-cigarettes) in the past but no longer do
- 4) I use vapes (e-cigarettes) sometimes, but no more than once a month

- 5) I use vapes (e-cigarettes) more than once a month, but less than once a week
- 6) I use vapes (e-cigarettes) more than once a week but not every day
- 7) I use vapes (e-cigarettes) every day
- 8) Don't want to say

Current vaping
4), 5), 6) or 7)

Ever vaping
2), 3), 4), 5), 6) or 7)

Never vaping
Answered 'No I haven't' or 'Don't know' to part 1, or 1) to part 2

Smoking

Which ONE of the following BEST applies to you?

1. I have never smoked cigarettes, not even a puff or two
2. I have only ever tried smoking cigarettes once
3. I used to smoke sometimes but I never smoke cigarettes now
4. I sometimes smoke cigarettes now but less than one a week
5. I usually smoke between one and six cigarettes a week
6. I usually smoke more than six cigarettes a week
7. Don't want to say

Current smoking
4), 5), or 6)

Ever smoking
2), 3), 4), 5) or 6)

Never smoking
1)

References

Citation

Action on Smoking and Health (ASH). *Use of Vapes Among Young People in Great Britain*. 2025.

[For more ASH Fact Sheets, visit ash.org.uk/resources/publications/fact-sheets]

Online links last checked June 2025.

¹ 2025 ASH Smokefree GB Adult Survey. Total sample size was 13,314 respondents. The online survey was undertaken between 10th February – 10th March 2025. The figures have been weighted and are representative of all GB adults.

² Tackett AP, Han DH, Peraza N, et al. [Effects of 'Ice' flavoured e-cigarettes with synthetic cooling agent WS-23 or menthol on user-reported appeal and sensory attributes](#). Tobacco

Control, April 2025.

³ Taylor E, Arnott D, Cheeseman H, et al. [Association of Fully Branded and Standardized e-Cigarette Packaging With Interest in Trying Products Among Youths and Adults in Great Britain](#). *JAMA Netw Open*. 2023

⁴ ONS. [Estimates of the population for the UK, England and Wales, Scotland and Northern Ireland](#). Mid-2023 dataset.

⁵ [The Nicotine Inhaling Products \(Age of Sale and Proxy Purchasing\) Regulations 2015](#)

⁶ Scottish Government. [E-cigarette restrictions](#). April 2017.

⁷ NI Department of Health. [New smoking and e-cig regulations are important to protect children](#). December 2021.

⁸ [Article 20\(5\), Tobacco Products Directive](#) Scottish Government. [Tightening rules on advertising and promoting vaping products](#). Consultation closed 29 April 2022.

⁹ Medicines and Healthcare products regulatory Agency. [E-cigarettes: regulations for consumer products](#). 2019

¹⁰ [Tobacco and Related Products Regulations 2016](#)

¹¹ Medicines and Healthcare products regulatory agency. [Licensing procedure for electronic cigarettes as medicines](#). 2017

¹² [Yellow Card, MHRA](#)