

# TOBACCO & NICOTINE ACROSS GENERATIONS IN CANADA:

## The Shift from Smoking to Alternative Tobacco & Nicotine Products



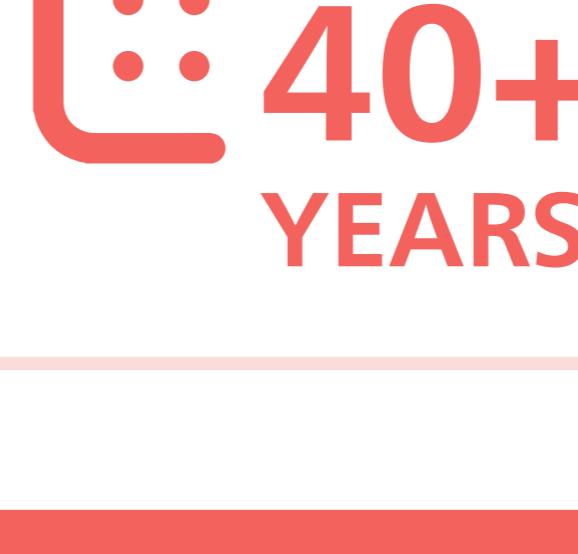
### CIGARETTE

#### BOOMERS

1946-1964, now aged 61-79

13%

are smokers<sup>1</sup>



Most smokers have smoked for 40+ years<sup>2</sup>

Once the highest rate of smokers of all generations, smoking is now declining<sup>1</sup>

#### GEN X

1965-1980, now aged 45-60

One of the highest number of smokers of all generations<sup>1</sup>



15% smoke daily<sup>1</sup>

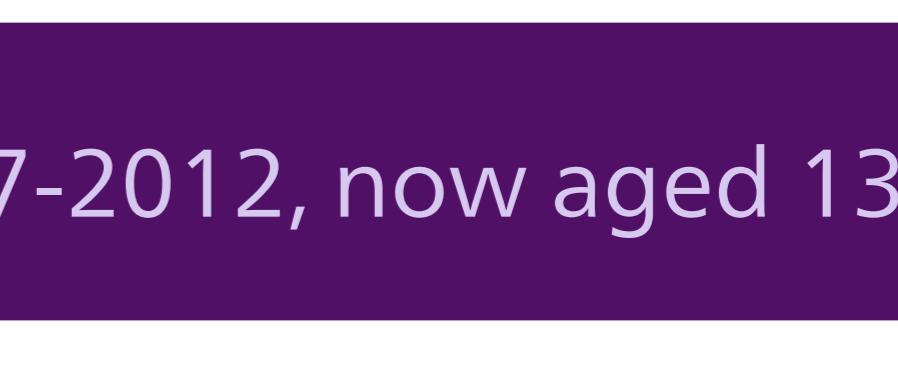
#### MILLENNIALS

1981-1996, now aged 29-44



14%

smoke weekly<sup>1</sup>



#### GEN Z

1997-2012, now aged 13-28

29%

of students have tried e-cigarettes<sup>3</sup>

75%

aged 16-19 reported seeing marketing / advertising for nicotine or tobacco products<sup>5</sup>

58%

use vapes<sup>4</sup>

2%

of students in grades 7-12 reported current cigarette smoking<sup>3</sup>



#### YOUNG TEENS & GEN ALPHA

2010-2025, now aged 0-15



Vaping is more common among younger vs. older Canadians<sup>6</sup>

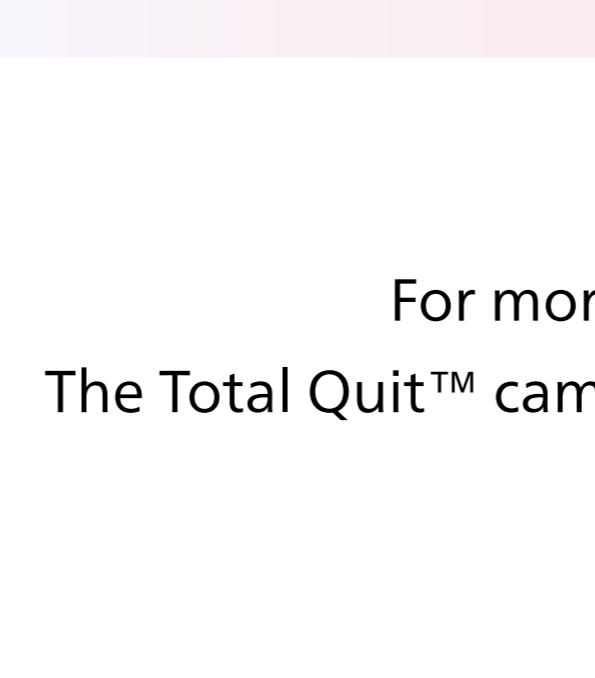
WHO have called for urgent action to protect children from e-cigarettes to minimise health harms. Marketing on social media & flavours were highlighted as drivers of use for young people<sup>7</sup>

### VAPE

### CROSS-GENERATIONAL HABITS



Approximately a quarter of smokers view e-cigarettes as a quit tool<sup>8</sup>



While smoking rates among youth are low, they are much more likely to vape compared to elder millennials & older generations<sup>9</sup>

# Total Quit

Working towards a tobacco and nicotine-free future

For more information, please visit: [www.TotalQuitJourney.com](http://www.TotalQuitJourney.com)  
The Total Quit™ campaign is developed and funded by Kenvue Canada Inc.

### REFERENCES

<sup>1</sup> Statistics Canada. Archived – Smokers, by age group. <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310009610>. Last accessed: June 2025

<sup>2</sup> Statistics Canada. Manuel, D et al. Smoking patterns based on birth-cohort-specific histories from 1965 to 2003, with projections to 2041. <https://www150.statcan.gc.ca/n1/pub/82-003-x/2020011/article/00002-eng.htm>. Last accessed: June 2025

<sup>3</sup> Government of Canada. Summary of results for the Canadian Student Tobacco, Alcohol and Drugs Survey 2021-22. <https://www.canada.ca/en/health-canada/services/canadian-student-tobacco-alcohol-drugs-survey/2021-2022-summary.html>. Last accessed: June 2025

<sup>4</sup> Kenvue 2023, Total Quit Insights Overview Report

<sup>5</sup> Hammond D, et al. 2020. E-Cigarette Marketing Regulations and Youth Vaping: Cross-Sectional Surveys, 2017-2019. American Academy of Pediatrics Selective Deposit. doi:10.1542/peds.2019-4020

<sup>6</sup> Statistics Canada. Correlates of vaping among adolescents in Canada. <https://www150.statcan.gc.ca/n1/pub/82-003-x/2022007/article/00003-eng.htm>. Last accessed: June 2025

<sup>7</sup> WHO. Urgent action needed to protect children and prevent the uptake of e-cigarettes. <https://www.who.int/news-room/14-12-2023-urgent-action-needed-to-protect-children-and-prevent-the-uptake-of-e-cigarettes>. Last accessed: June 2025

<sup>8</sup> Nicorette 2023, Total Quit Modern Quit Landscape Briefing Pack

<sup>9</sup> Statistics Canada. The smoke of the 20th century may be clearing, but vaping clouds are on the rise. <https://www.statcan.gc.ca/1-en/plus/5339-smoke-20th-century-may-be-clearing-vaping-clouds-are-rise>. Last accessed: June 2025