

TOBACCO & NICOTINE ACROSS GENERATIONS IN THE UK:



The Shift from Smoking to Alternative-Tobacco & Nicotine Products

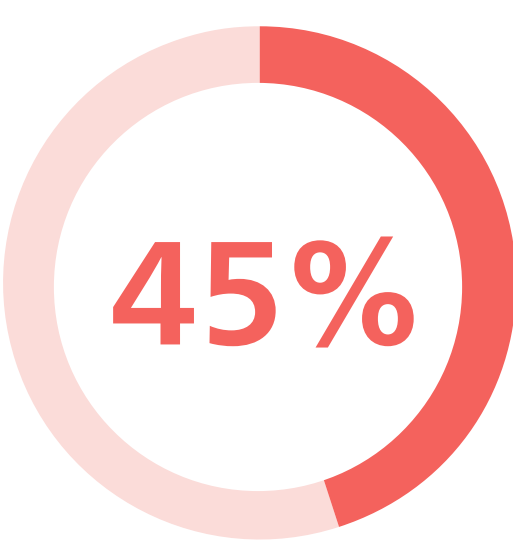
CIGARETTE

BOOMERS

1946-1964, now aged 61-79



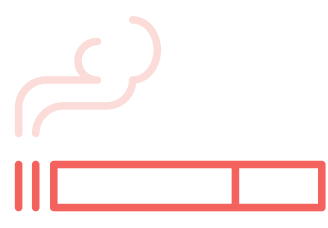
Boomers are less likely to smoke. From 1990-1991, 18% were smokers, dropping to **7.6%** in 2023^{1,2}



45% of disease burden is attributable to lifestyle choices, including smoking³

GEN X

1965-1980, now aged 45-60



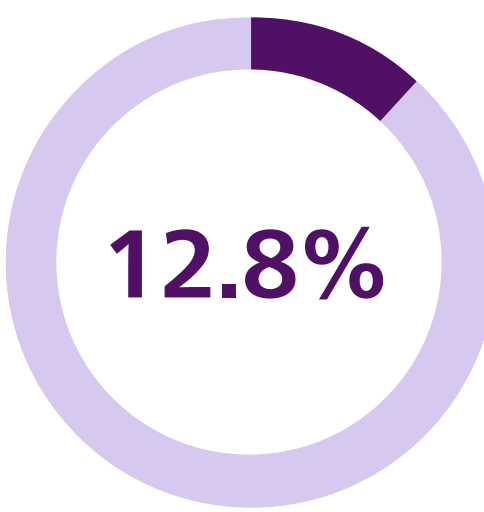
The rate of smoking is **highest** in 50-59 year olds at **14.5%**²



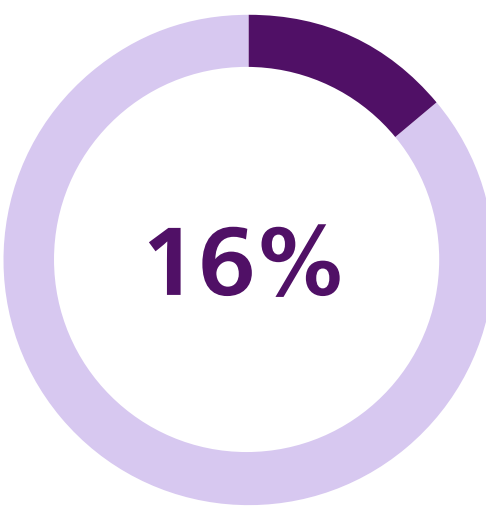
10.8% of 45-54 year olds vape⁴
6.7% of those aged 55+ vape⁴

MILLENNIALS

1981-1996, now aged 29-44



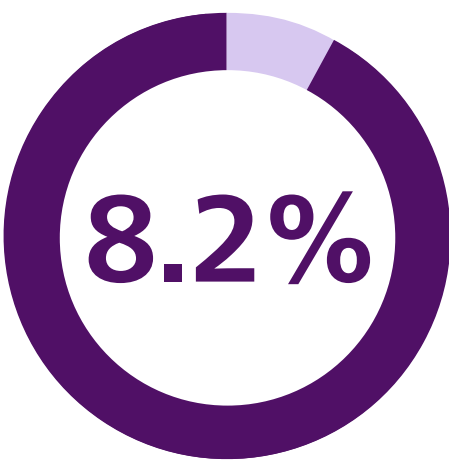
12.8% of 25-34 year olds and **11.6%** of 35-49 year olds smoke²



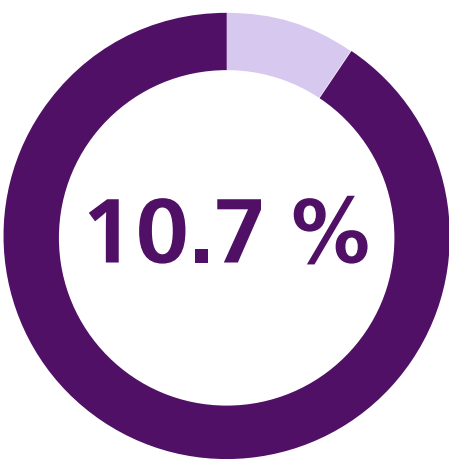
16% of 25-34 year olds vape, the highest level of vape use⁴

GEN Z

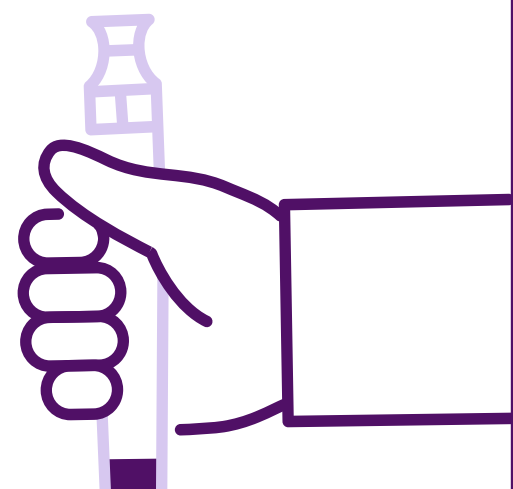
1997-2012, now aged 13-28



8.2% of 16-24 year olds smoke²



10.7 % of 18-24 year olds vape⁴



YOUNG TEENS & GEN ALPHA

2010-2025, now aged 0-15

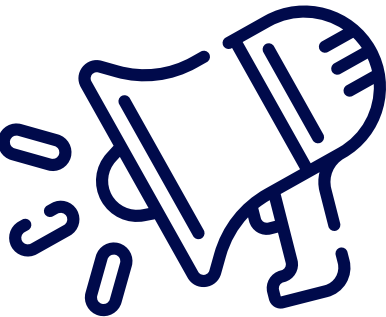


Among 11-17 year olds, **regular vaping** (more than once a week) has overtaken more occasional use (less than once a week)⁵

20% of 11-17 year olds have tried vaping, a five fold increase since 2013, and **7%** currently vape⁵

60% of 11-17 year olds who have never smoked vape '**just to give it a try**', with the most important consideration when deciding which vape to use being **what it tastes like** (42%)⁵

WHO have called for urgent action to protect children from e-cigarettes to minimise health harms, with marketing on social media and flavours highlighted as drivers of use for young people.⁶ Of 11-17 year olds in Great Britain who reported seeing vapes promoted online, the most common places were TikTok (42%), YouTube (33%) and Instagram (30%)⁵



6 in 10

vapers want to reduce (44%) or quit (23%)⁷

CROSS-GENERATIONAL HABITS



The three main reasons for vaping among never smokers are to cope with stress or mental health (35%), enjoying the experience (31%) and just to give it a try (14%)⁴



Over a quarter of ex-smokers (26%) view vapes as a way to quit smoking⁴

Total Quit

Working towards a tobacco and nicotine-free future

For more information, please visit: www.TotalQuitJourney.com
The Total Quit campaign is developed and funded by Kenvue

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