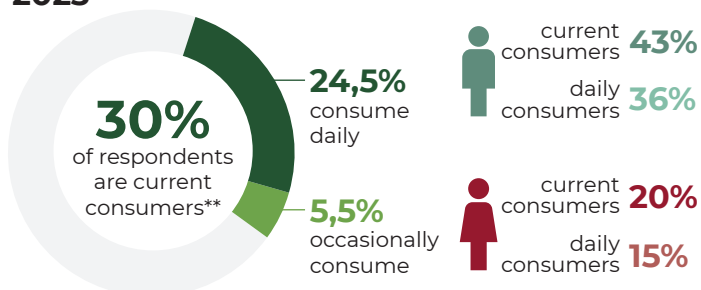


Results of a sociological survey among the adult population of Ukraine, 2024*

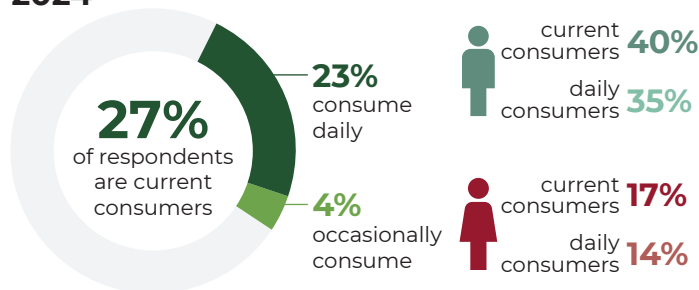


Consumption of tobacco and nicotine products

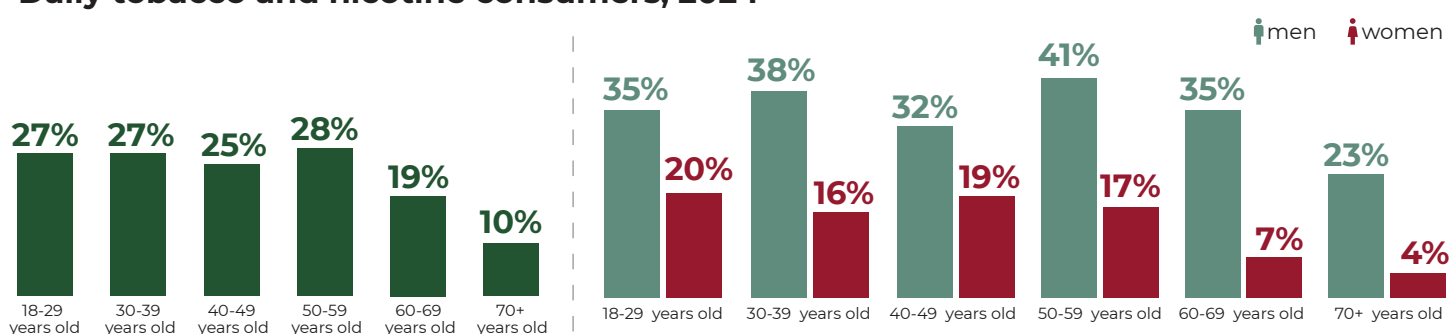
2023



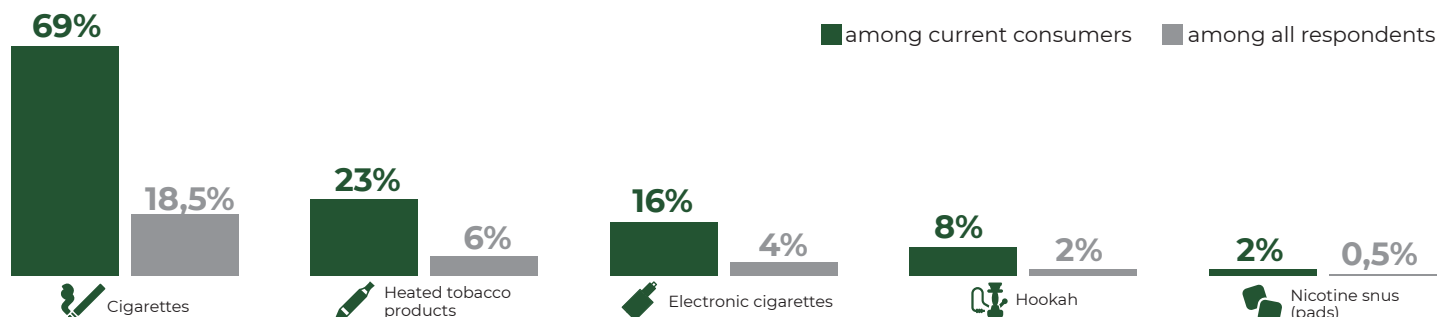
2024



Daily tobacco and nicotine consumers, 2024

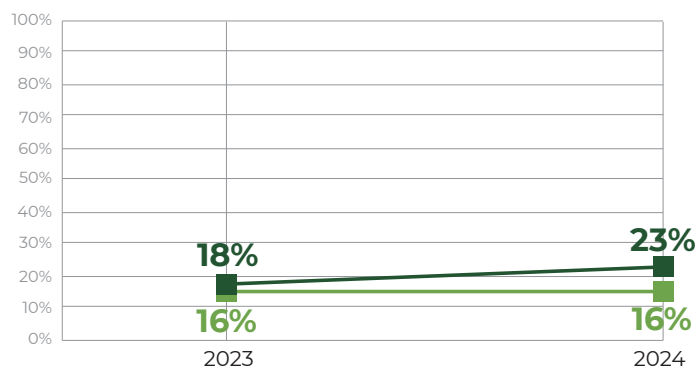


What tobacco or nicotine products are consumed, 2024

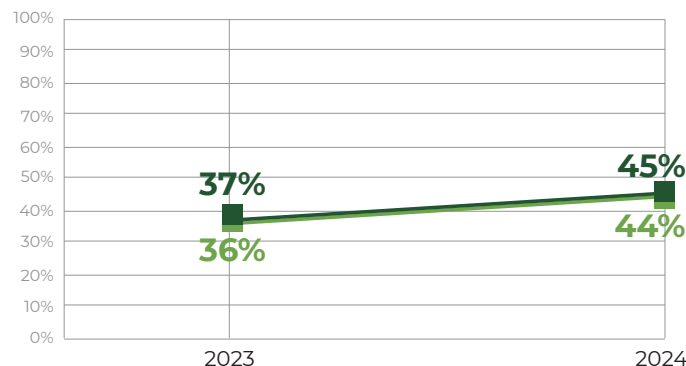


Consumption of heated tobacco products and electronic cigarettes, 2024

among current consumers of tobacco and nicotine products



among young people aged 18-29 years who consume tobacco and nicotine products



* The all-Ukrainian survey was conducted by the Kyiv International Institute of Sociology in September-October 2024 within the framework of the regular "Omnibus" by order of the NGO "Life."

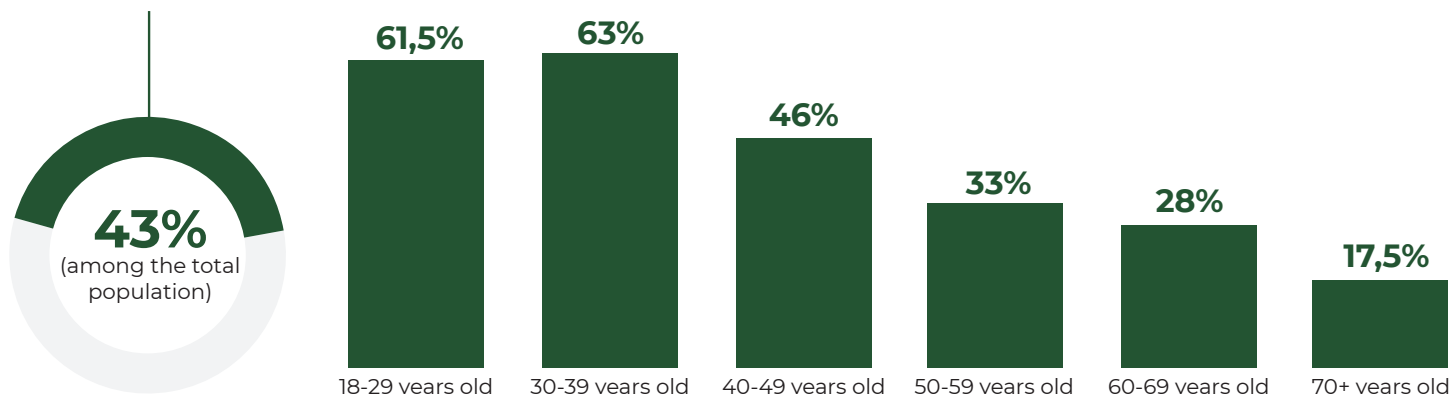
** Current consumers are respondents who currently use tobacco or nicotine products (daily or not daily).

*** The data shown in the graph are obtained in 2023 and 2024 within the regular Omnibus. The results are not directly comparable, but show general trends.

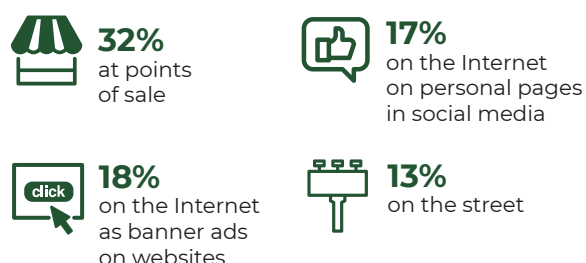
Advertising of tobacco and nicotine products, 2024



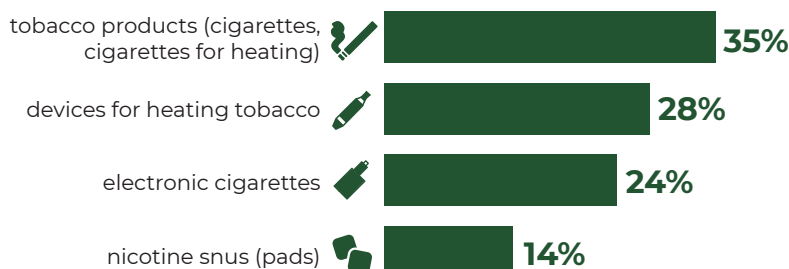
Exposure to tobacco and nicotine advertising



Where observed



Which adverts were seen most often



Attitude towards anti-tobacco measures (supportive)



* Plain-packaging means a pack of a standard colour for all brands, with names in a standard font, depicting the effects of smoking.

Conclusions

- The implementation of the Anti-Tobacco Law No. 1978 has demonstrated its effect — the downward trend in the consumption of tobacco and nicotine products has been restored.
- At the same time, there is a growing trend in the consumption of HTPs, especially among young people.
- The tobacco industry targets tobacco and nicotine advertising at the youngest age group of 18-29 years.
- The display of tobacco products in retail outlets is the main source of advertising.
- Preferences for advertising e-cigarettes and heating devices create conditions that encourage young people to start using tobacco or nicotine products.

Solutions

- 1 To increase excise taxes on tobacco and nicotine products in a harmonised manner**
- 2 To adopt the draft law No. 12091:**
 - to ban display of tobacco and nicotine products at points of sale;
 - to ban of e-cigarette and heating device brands;
 - to ban flavoured heated tobacco products;
 - to introduce combined health warnings on the packaging of all tobacco and nicotine products.

Survey report



The customer is the NGO 'Life'. The print run is 50 copies. In case of using the infographic and its data, a link to the author is required.