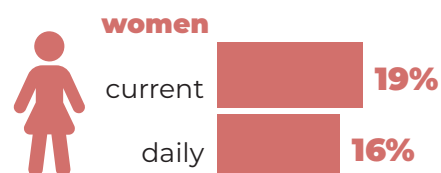
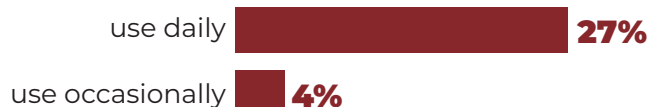


THE USE OF TOBACCO AND NICOTINE PRODUCTS IN UKRAINE

Results of the sociological survey among the adult population 18+, 2025*

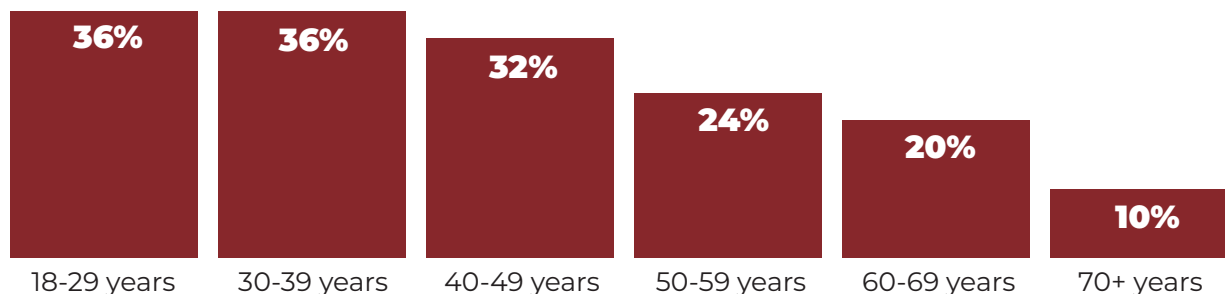


31% of respondents are current users of tobacco and nicotine products**

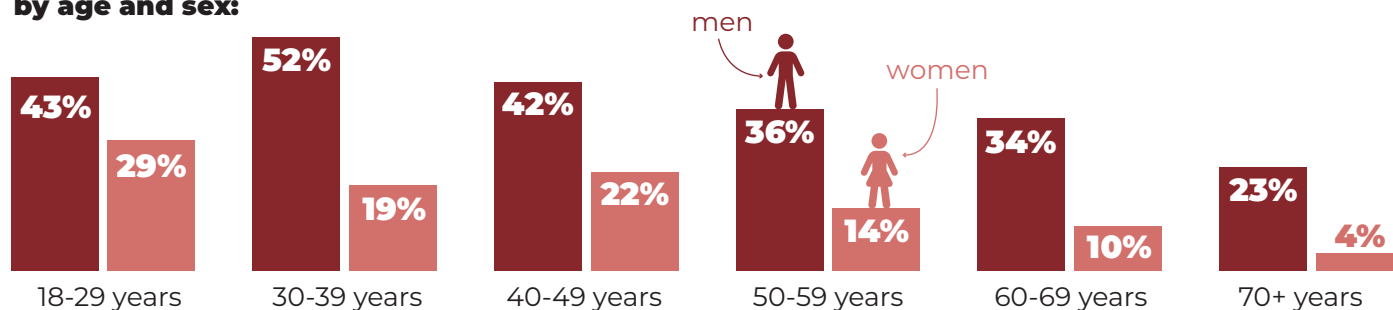


Daily users of tobacco and nicotine products

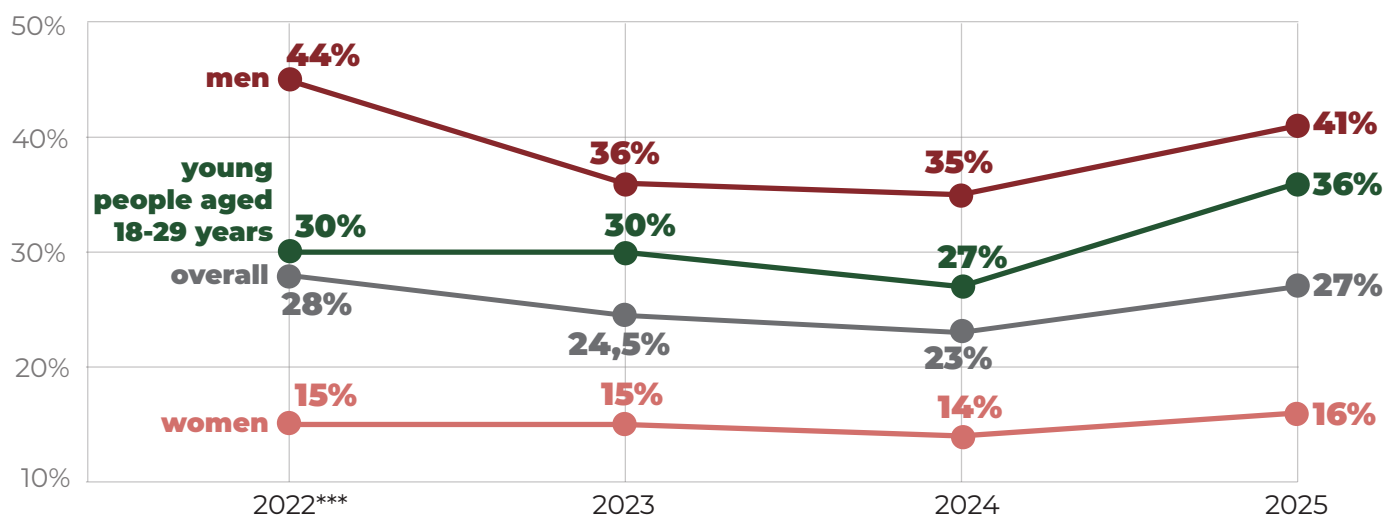
by age:



by age and sex:

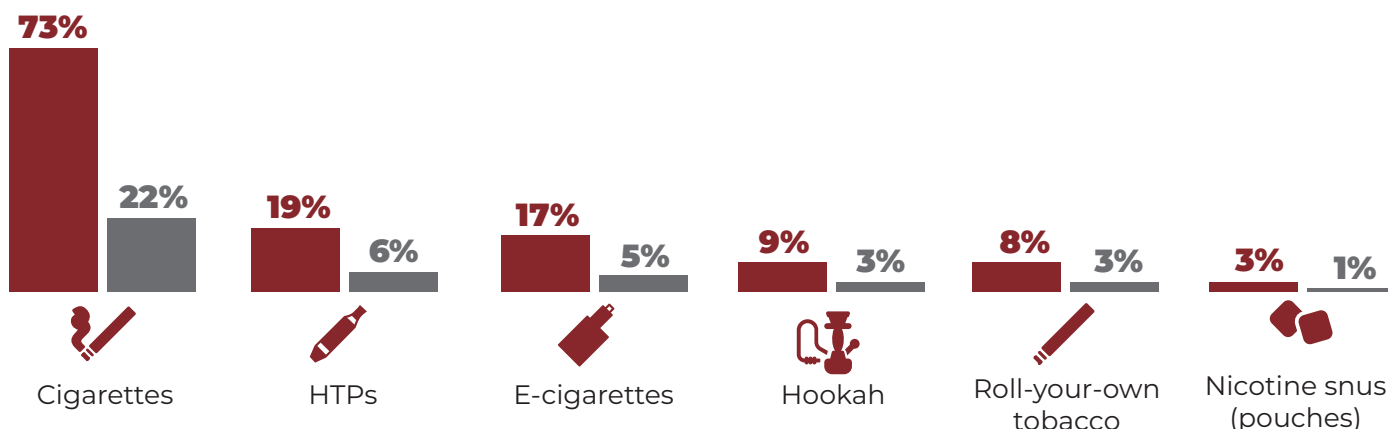


Daily use of tobacco and nicotine products, 2022-2025



What tobacco or nicotine products they use

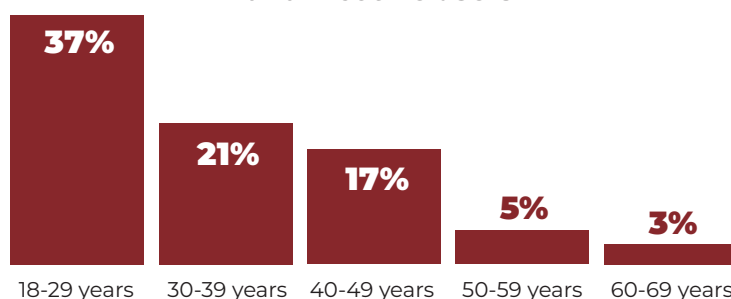
■ among current users ■ among all respondents



Use of heated tobacco products (HTPs)



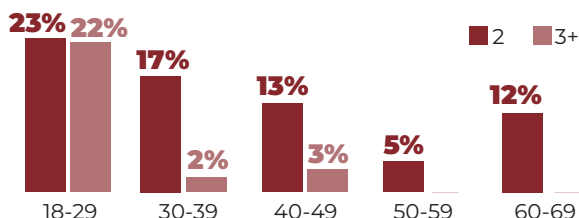
HTP consumption among current tobacco and nicotine users



Multiple use of tobacco or nicotine products

among current users

21% of consumers of tobacco and nicotine use two or more products

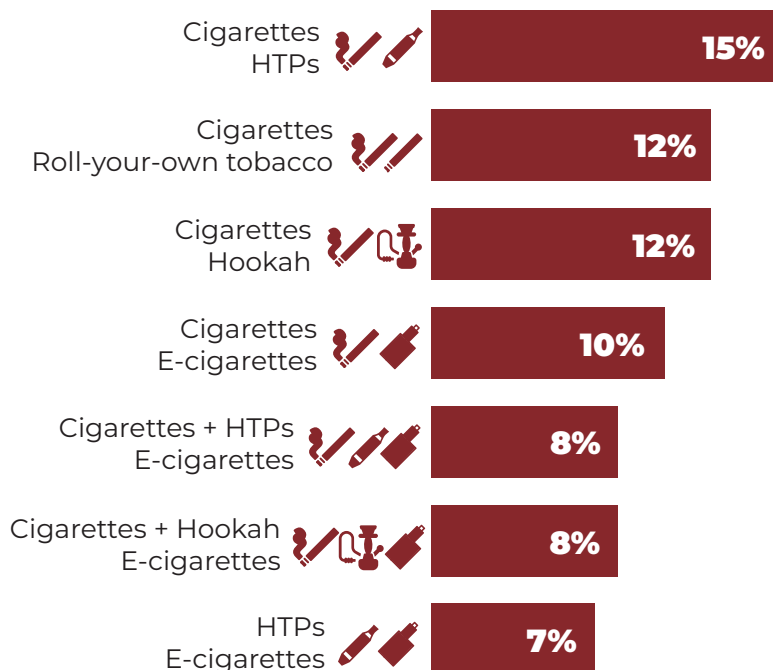


RECOMMENDATIONS:

- to adopt draft law No. 12091 to deepen the implementation of MPOWER policies in tobacco control in accordance with the WHO Framework Convention on Tobacco Control;
- to ban nicotine snus (pouches);
- to harmonize the excise tax on HTPs to the level of cigarettes.

The most common "combinations" of tobacco and nicotine product use

among respondents who use two or more such products



* The All-Ukrainian survey was conducted by the Kyiv International Institute of Sociology in February-March 2025 as part of the regular "Omnibus" survey (2029 respondents).

** Current users of tobacco and nicotine products are respondents who currently use tobacco or nicotine products daily or occasionally.

*** Daily smoking of only tobacco products (e.g., cigarettes).

