

TOBACCO AND NICOTINE PRODUCT USE AMONG ADULTS IN UKRAINE

FINDINGS FROM A SOCIOLOGICAL SURVEY AMONG ADULTS AGED 18 YEARS AND OVER

Comparative analysis of the 2023 and 2024 survey rounds

Use of tobacco and nicotine products



Smoking tobacco products include **cigarettes, cigars, smoking pipes, waterpipes (hookah) and heated tobacco products (HTPs)**



Smokeless tobacco products include **chewing tobacco, snus, snuff and naswār¹**



Nicotine products include **electronic cigarettes (e-cigarettes) and nicotine pouches**

Frequency of tobacco and nicotine product use in 2024

The prevalence of tobacco and nicotine product use in 2024 and 2023 can be summarized as follows, and is detailed in Table 1, Table 2 and Table 4:

Table 1. Frequency of tobacco and nicotine product use by gender and year

Frequency	2023 (%)			2024 (%)		
	Men	Women	Total	Men	Women	Total
Current ²	44.0	13.7	27.4	39.4	15.0	26.0
Daily	37.5	11.1	23.0	35.1	11.3	22.0
Occasional	10.3	3.8	6.8	6.8	5.4	6.0



26.0% of adults are current users of tobacco and nicotine product

Breakdown of current tobacco and nicotine product use in 2024

Total current tobacco use³ was **26.0%**, individually broken down as follows:



22.6 %

smoking tobacco



17.8 %

cigarettes



5.3 %

e-cigarettes



2.8 %

waterpipes



2.6 %

HTPs



0.3 %

nicotine pouches

Frequency of tobacco smoking in 2024

Current use
22.6 %



Daily use
18.7 %



Occasional use
5.0 %



The prevalence of current tobacco smoking slightly decreased in 2024 compared with 2023 (26.7%) among all adults, mainly due to a reduction in daily smoking among men.

Use of flavoured tobacco or nicotine products⁴

- **27.8 %** of adults who used tobacco or nicotine products preferred flavoured products (including menthol), and **21.9 %** used them exclusively (15.3 % in 2023).
- The majority (**66.7 %**) preferred unflavoured products (63.7 % in 2023).
- **57.2 %** had not used flavoured products (63.7 % in 2023).
- Women (**27.2 %**), young adults (**51.0 %**) and those with higher education (**28.8 %**) who used any tobacco or nicotine products were more likely to choose flavoured options, including menthol.
- The popularity of flavoured products increased slightly in 2024 compared with 2023.

¹ Naswār is a moist, powdered tobacco dip stuffed in the floor of the mouth under the lower lip, or inside the cheek, usually for 15 to 30 minutes.

² Current tobacco or nicotine use refers to the consumption of at least one type of surveyed product either daily or less than daily (i.e. occasionally) at the time of the survey.

³ Total use includes individuals who use multiple products; therefore, category-specific percentages may overlap and may not sum to the total.

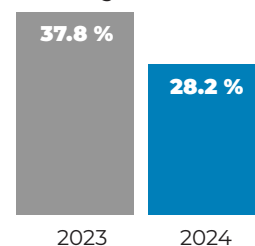
⁴ The sale of flavoured cigarettes and e-cigarettes was prohibited nationally from 11 July 2024.



Cigarette smoking in 2024

- Current smoking of manufactured cigarettes decreased among men from 37.8 % in 2023 to **28.2 %** in 2024. Among all adults, the prevalence declined from 22.2 % to **17.8 %**, while rates among women remain unchanged.
- Daily cigarette smoking: **15.8 %** of adults (25.1 % of men and 8.0 % of women).
- Occasional cigarette smoking: **2.1 %** of adults (3.1 % of men and 1.2 % of women).
- Average daily use: **16.6** cigarettes per day (17.8 for men and 13.3 for women).
- Estimated annual spending per adult smoking cigarettes: **30 916 UAH⁵**, based on an average price of 102 UAH per pack (at the time of the study).
- Average age at first use of conventional tobacco products: **17 years** (16 years for men and 18 years for women).⁶

Current smoking
of manufactured
cigarettes



Electronic cigarettes

Current use of e-cigarettes increased among men (from 4.2 % to **7.0 %**), women (from 2.4 % to **3.9 %**) and for all adults from 3.3 % to **5.3 %**.



HTPs

Among all adults, the daily use of HTPs was **1.9 %** and current use was **2.6 %** (**3.3 %** among men and **2.0 %** among women).



Waterpipe with tobacco

- 2.8%** of adults reported using waterpipes occasionally, and **2.6%** used them less than daily.
- Waterpipe use was most common among young adults aged 18–29, with a prevalence of **9.3%**.

Table 2. Type of tobacco and nicotine product use by gender and year

Type	2023 (%)			2024 (%)		
	Men	Women	Total	Men	Women	Total
Manufactured cigarettes	37.8	9.3	22.2	28.2	9.2	17.8
E-cigarettes	4.2	2.4	3.3	7.0	3.9	5.3
HTPs	3.4	2.7	3.0	3.3	2.0	2.6

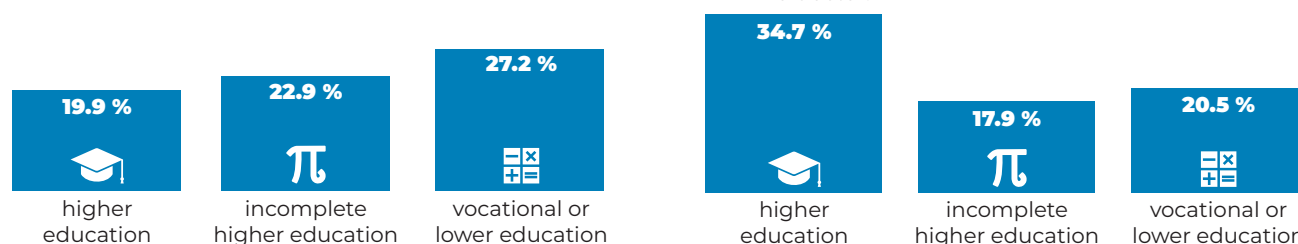
Relationship between education and using tobacco and nicotine products



Higher education is associated with lower rates of daily smoking. Number of consumers among people with a certain level of education:

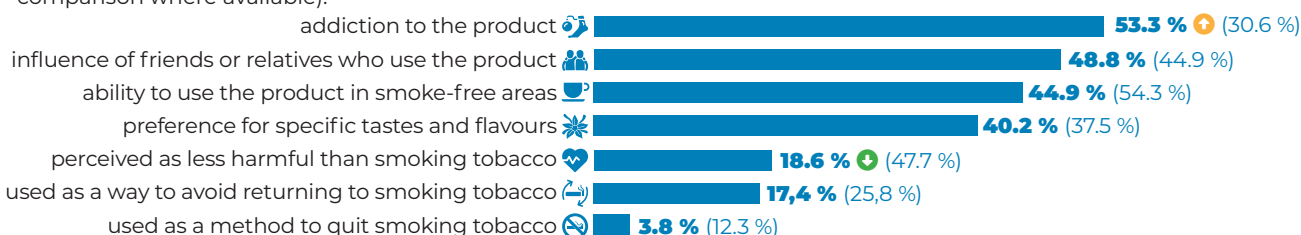


Education level is also associated with health-seeking behaviour. The percentage of users among people with a certain level of education who smoke and have visited a doctor:

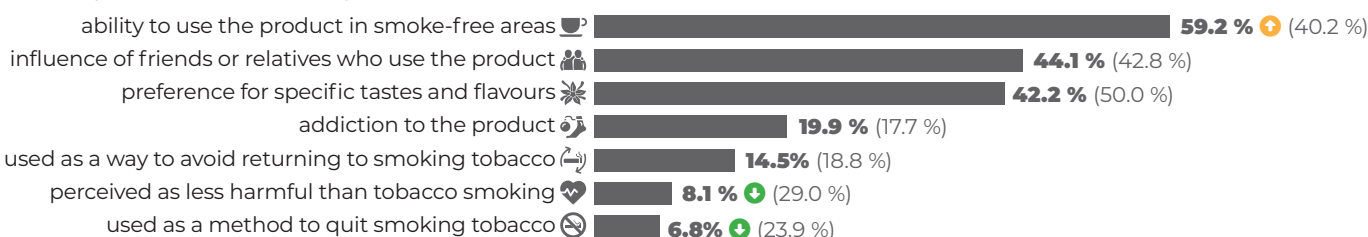


Reasons for using HTPs and e-cigarettes in 2024

Among adults **who currently use HTPs**, the following reasons were reported (with 2023 figures shown in parentheses for comparison where available):



Among adults **who currently use e-cigarettes**, the following reasons were reported (with 2023 figures shown in parentheses for comparison where available):

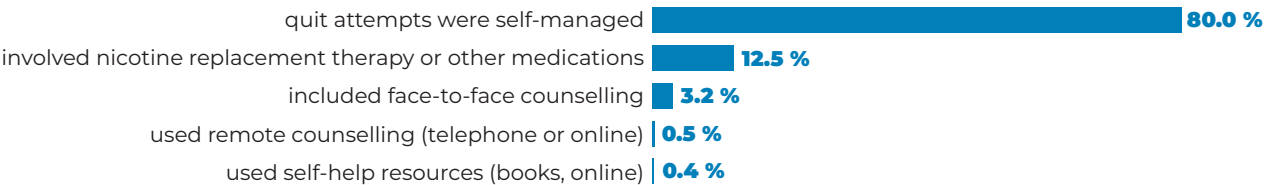


⁵ These calculations were as follows: 102 UAH (source - State Statistics Service) per pack of cigarettes ÷ 20 cigarettes = 5.1 UAH per cigarette; therefore, 5.1 UAH x 16.6 cigarettes per day = 84.7 UAH per day; 84.7 UAH per day x 365 days = 30,916 UAH per year (WHO Office in Ukraine).

⁶ Adults who had tried smoking at least once.

Smoking cessation among adults who had smoked cigarettes or waterpipes in the 12 months preceding the survey

- Past-year quit attempts were reported by **37.8 %** of adults who currently or previously smoked tobacco products or hookah.
- Long-term cessation remains low, with abstinence for at least 6 months reported in 6.3 % of cases in 2023 and **5.9 %** in 2024.
- Results intentions to quit remain relatively unchanged: in 2024 **30.9 %** of adults using tobacco products had no plans to quit (vs. 28.2 % in 2023), while **22.4 %** in 2024 intended to quit within the next 12 months (vs. 22.1 % in 2023).
- The need for professional cessation support increased, with **21.1 %** of adults expressing a need for assistance in 2024 compared with **16.4 %** in 2023.
- Attempts to quit had been made by **33.1 %** of adults who currently use conventional tobacco products or waterpipes, although only **12.0 %** remained abstinent for more than 6 months.
- Health concerns were the primary motivation for quitting, mentioned by **62.8 %** of those who attempted to quit smoking (48.2 % in 2023).
- External cessation support was rarely used:



Exposure to second-hand smoke in the 30 days preceding the survey

The level of exposure to second-hand smoke in the 30 days preceding the survey can be summarized as follows, and is detailed in Table 3.

- **29.9 %** of adults had been exposed to tobacco smoke at their homes at least once in the past month.
- Among employed adults, **17.9 %** had been exposed to tobacco smoke in enclosed workplace settings, including **15.1 %** of adults who did not smoke.
- Tobacco and nicotine use in workplaces remained relatively stable (27.1 % in 2023, **24.1 %** in 2024), although exposure levels decreased.
- **31.2 %** of adults who visited food service establishments had observed smoking of tobacco products in at least one of the establishments they visited.
- Compared with 2023, significant changes were observed only in health-care facilities and schools.

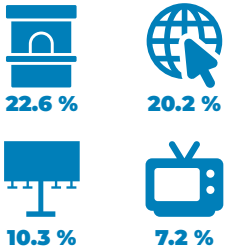
Table 3. Level of exposure to second-hand smoke among adults by facility type and year

Facility type	2023 (%)	2024 (%)
Home	28.8	29.9
Workplace	21.7	17.9
Restaurants, cafes, bars	29.5	31.2
Public transport	6.9	7.4
Health-care facilities	2.9	7.4
Schools	2.2	6.2
Universities	3.8	5.4
State institutions	6.2	4.8

Public awareness and advertising of tobacco in the last 30 days

- About two-thirds of adults noticed antitobacco messaging (**67.3 %** in 2024 and 65.6 % in 2023).
- Exposure to such messages decreased across certain channels in 2024, particularly on TV (**25.2 %** vs. 28.1 % in 2023) and in public transport/stops (**17.6 %** vs. 20.9 % in 2023).
- About one third of adults noticed tobacco and nicotine product advertising or promotional content (**36.7 %** in 2024 and 37.8 % in 2023).
- The most commonly reported sources of this advertising were point-of-sale locations (**22.6 %**), the Internet (**20.2 %**), billboards (**10.3 %**) and TV (**7.2 %**).
- Slim cigarette use differed by gender, with **42.7 %** of female current cigarette use involving only slim cigarettes, compared with **9.9 %** of male current cigarette use. Conversely, **70.1 %** of current male cigarette use involved only regular (not slim) cigarettes.

The most commonly reported sources of tobacco advertising



Knowledge, attitude and perceptions

- Awareness of addiction and health risks associated with e-cigarettes and HTPs increased from 2023, with more than **80 %** of adults acknowledging their addictive nature and potential to cause serious health problems.
- **72.2 %** of adults believe that smoking hookah with tobacco is harmful.
- **97.3 %** are aware that cigarettes are addictive.
- **95.0 %** of adults understand that smoking causes serious health problems.
- **83.3 %** recognize that second-hand smoking is harmful to those who do not smoke.
- More than **80 %** of adults agree that smoking e-cigarettes and HTPs is both addictive and harmful to their health.
- **66.5 %** of adults support the prohibition of displaying tobacco products at points of sale.



66.5 % of adults support the prohibition of displaying tobacco products at points of sale

Smoking and nicotine use since the full-scale invasion

The frequency of tobacco and nicotine product use since the start of the full-scale war in Ukraine in 2022 can be summarized as follows.

- **38.0%** of adults had increased their tobacco or nicotine use, including **19.2%** who reported a significant increase.
- **10.0%** had reduced their use.
- **10.9%** had resumed use after a break, a notable increase compared with 3.0% in 2023.
- **1.3%** had started, despite having never used tobacco or nicotine before.
- **39.5%** reported no change in their tobacco or nicotine use due to the war.

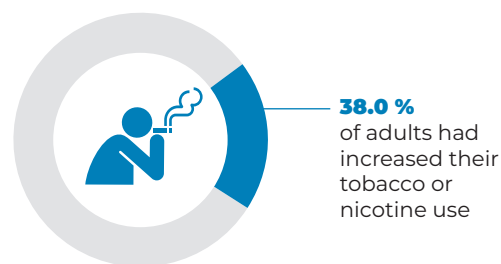


Table 4. Prevalence of tobacco and nicotine product use among adults, 2023 and 2024

Тип і частота вживання	2023 (%)	2024 (%)								
	Total	Total	Sex		Age group (years)				Type of settlement	
			Males	Females	18–29	30–44	45–59	60+	Urban	Rural
Tobacco and nicotine products										
Current	27.4	26.0	39.4	15.0	41.8	29.4	27.6	12.7	27.6	23.0
Daily	23.0	22.0	35.1	11.3	33.7	24.4	24.5	11.3	22.4	21.3
Occasional	6.8	6.0	6.8	5.4	13.8	7.9	4.2	1.5	7.9	2.3
Tobacco products										
Current	26.7	22.7	34.2	13.1	28.0	25.9	27.0	12.7	25.0	18.0
Daily	22.3	18.9	29.4	10.2	19.5	21.7	23.9	11.3	20.1	16.3
Occasional	5.9	5.0	6.4	3.8	11.8	5.8	3.7	1.5	6.6	1.8
Smoked tobacco										
Current	26.7	22.6	33.9	13.1	27.2	25.9	27.0	12.7	24.8	18.0
Daily	22.2	18.7	29.1	10.2	18.7	21.7	23.9	11.3	19.9	16.3
Occasional	5.8	5.0	6.4	3.8	11.8	5.8	3.7	1.5	6.6	1.8
Manufactured cigarettes										
Current	22.2	17.8	28.2	9.2	14.2	20.4	24.8	11.1	18.4	16.7
Daily	19.5	15.8	25.1	8.0	10.4	19.0	22.2	9.7	16.2	15.0
Occasional	2.7	2.1	3.1	1.2	3.8	1.4	2.6	1.4	2.2	1.7
Hookah with tobacco										
Current	2.6	2.8	3.3	2.4	9.3	4.1	0.7	0.0	4.0	0.5
E-cigarettes										
Current	3.3	5.3	7.0	3.9	20.2	5.7	1.8	0.0	5.2	5.4
HTPs										
Current	3.0	2.6	3.3	2.0	8.4	3.6	1.0	0.0	4.0	0.0
Smokeless tobacco										
Current	0.1	0.1	0.3	0.0	0.8	0.0	0.0	0.0	0.2	0.0
Nicotine pouches										
Current	0.2	0.3	0.7	0.0	1.4	0.0	0.3	0.0	0.5	0.0

Methodology

The 2024 survey was conducted from 22 to 31 October through telephone interviews with 2007 adult residents of Ukraine (aged 18 and older). A random digit dialling method was used to generate mobile phone numbers for sampling (Table 5).

During data processing, weighting adjustments were applied to align the results with the age and gender distribution of the country's permanent population, based on State Statistics Service data as of 1 January 2021. The survey sample is representative of Ukraine's adult population (aged 18 years and older).

Residents of temporarily occupied territories, where Ukrainian mobile operators are unavailable, were not included in the survey.

Table 5. Survey rounds and response rates

	2023	2024
Field stage dates	4–12 April	22–31 October
Number of respondents	2 020	2 007

The survey was conducted with financial support of the European Union.

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