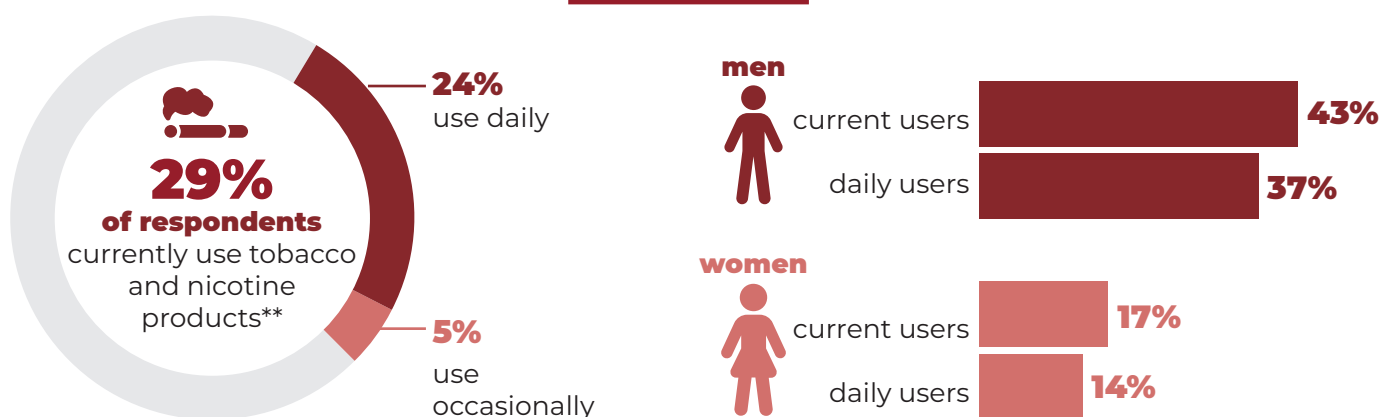


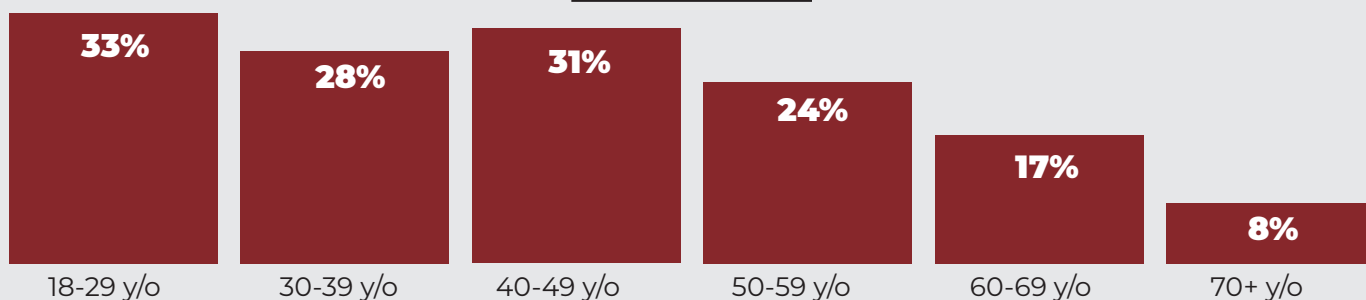
# Tobacco and nicotine product use: Ukrainians

Results of a representative survey of the adult population of Ukraine, December 2025\*

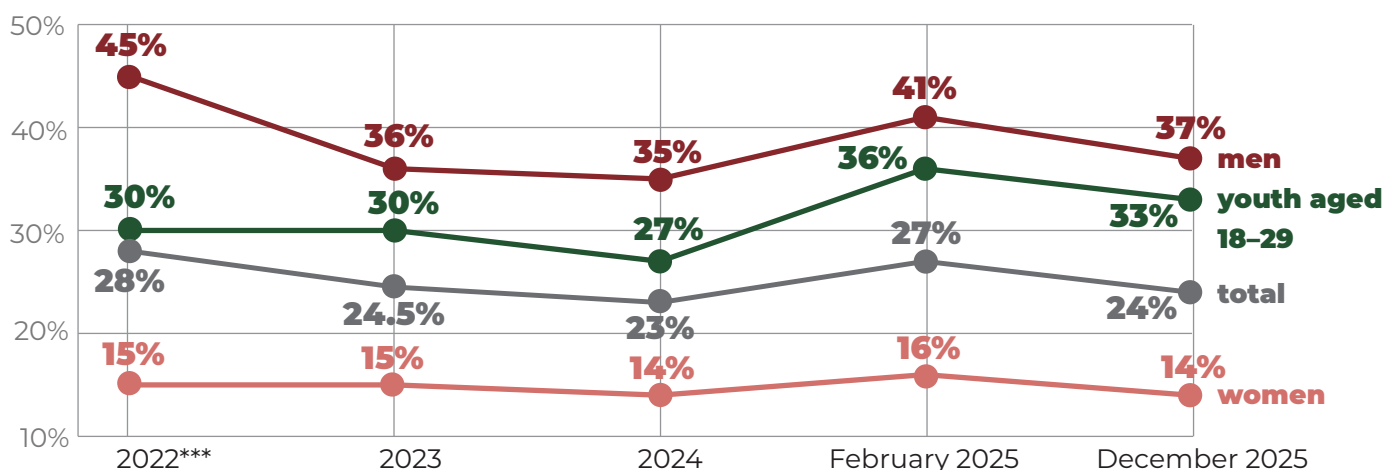
## Tobacco and nicotine product use



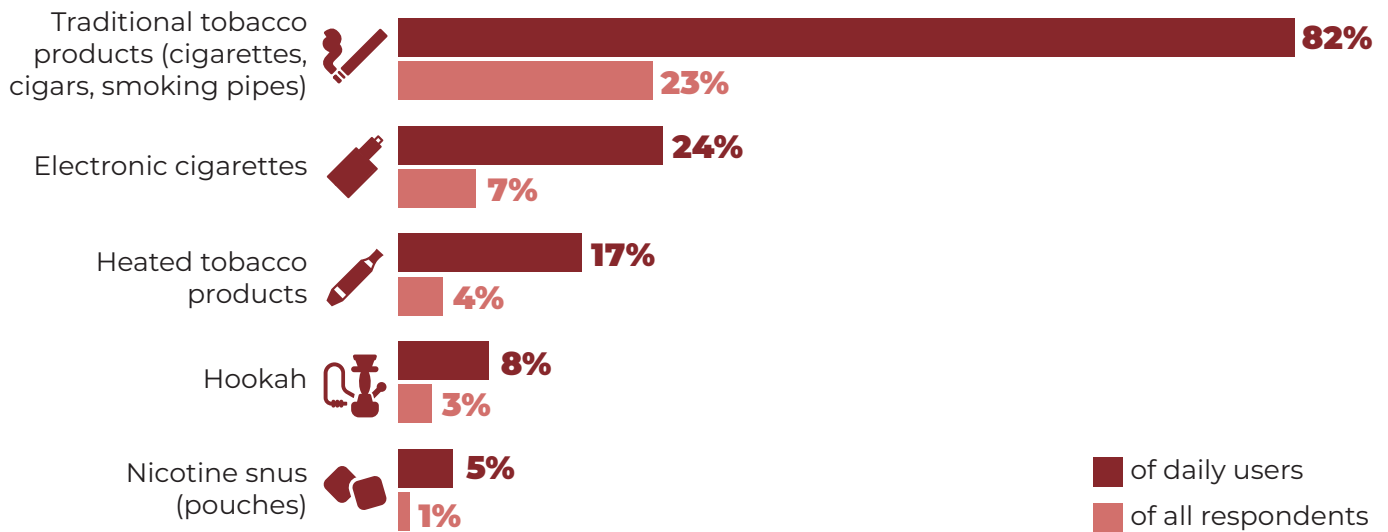
## Daily users of tobacco and nicotine products



## Daily tobacco and nicotine product use, 2022 - 2025

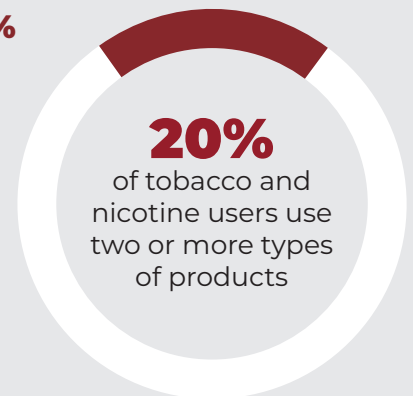
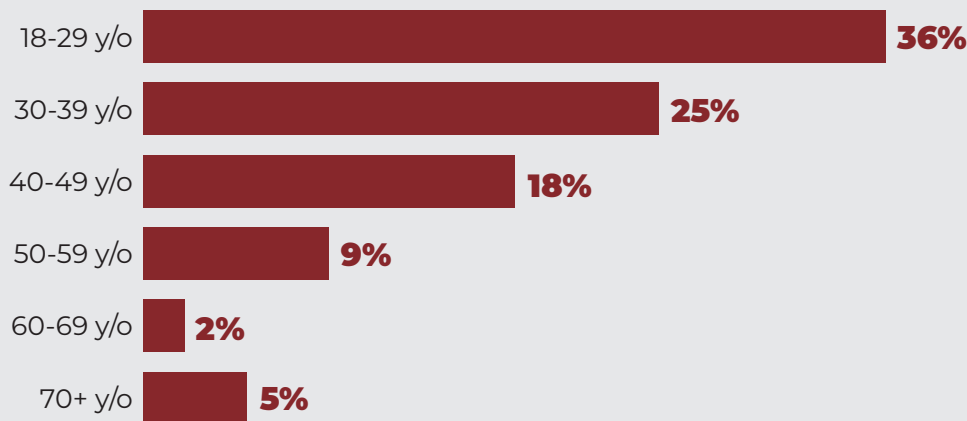


## What tobacco or nicotine products are used



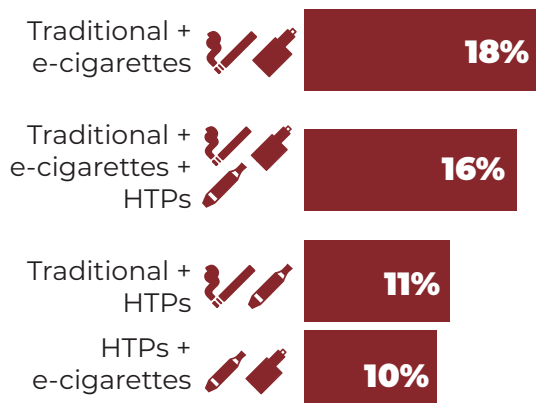
## Multiple use of tobacco and nicotine products

among current users

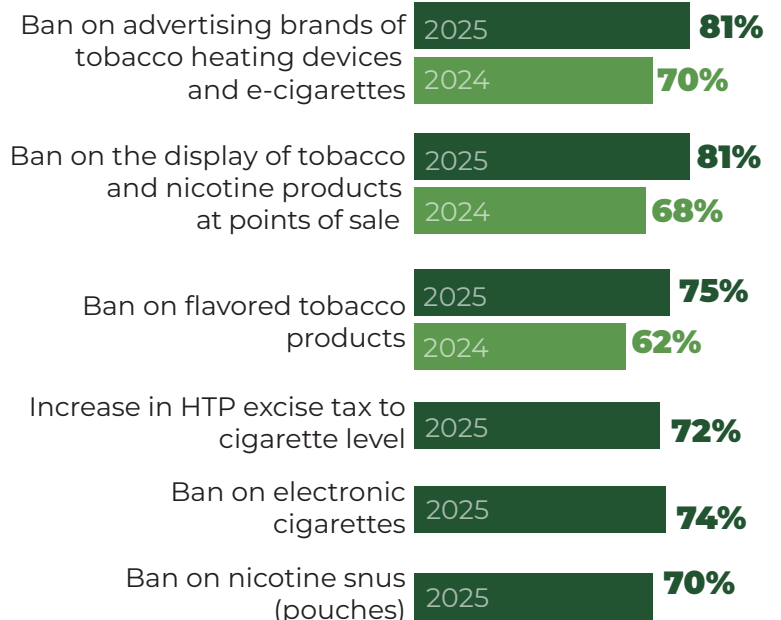


## Most common "combinations" in tobacco and nicotine product use

among respondents that use two or more types of such products

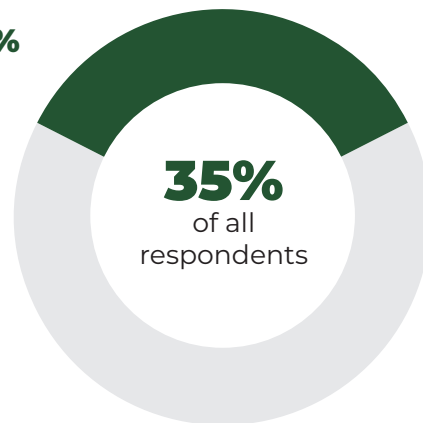
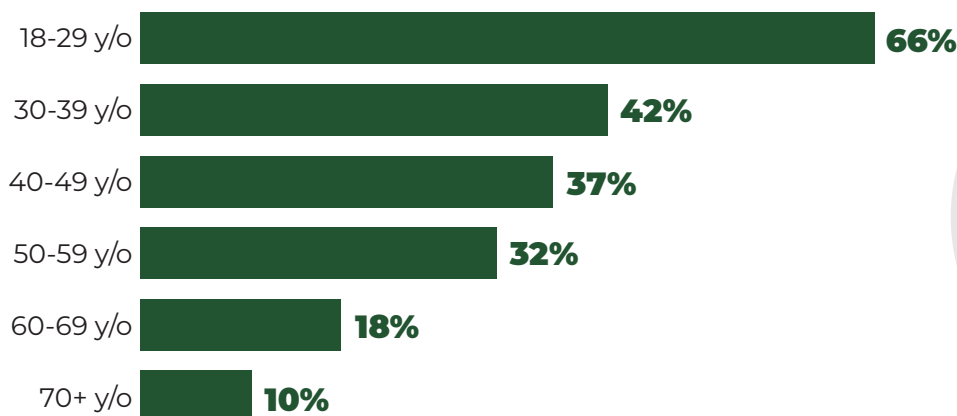


## Support for tobacco control measures

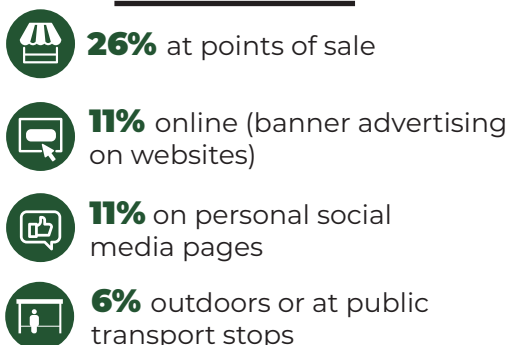


# Advertising of tobacco and nicotine products

## Were exposed to advertisements for tobacco and nicotine products

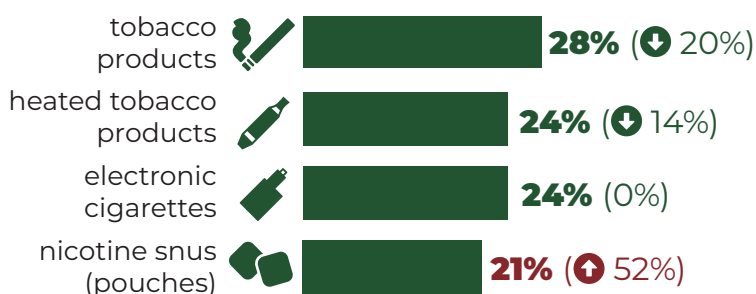


### Exposure location

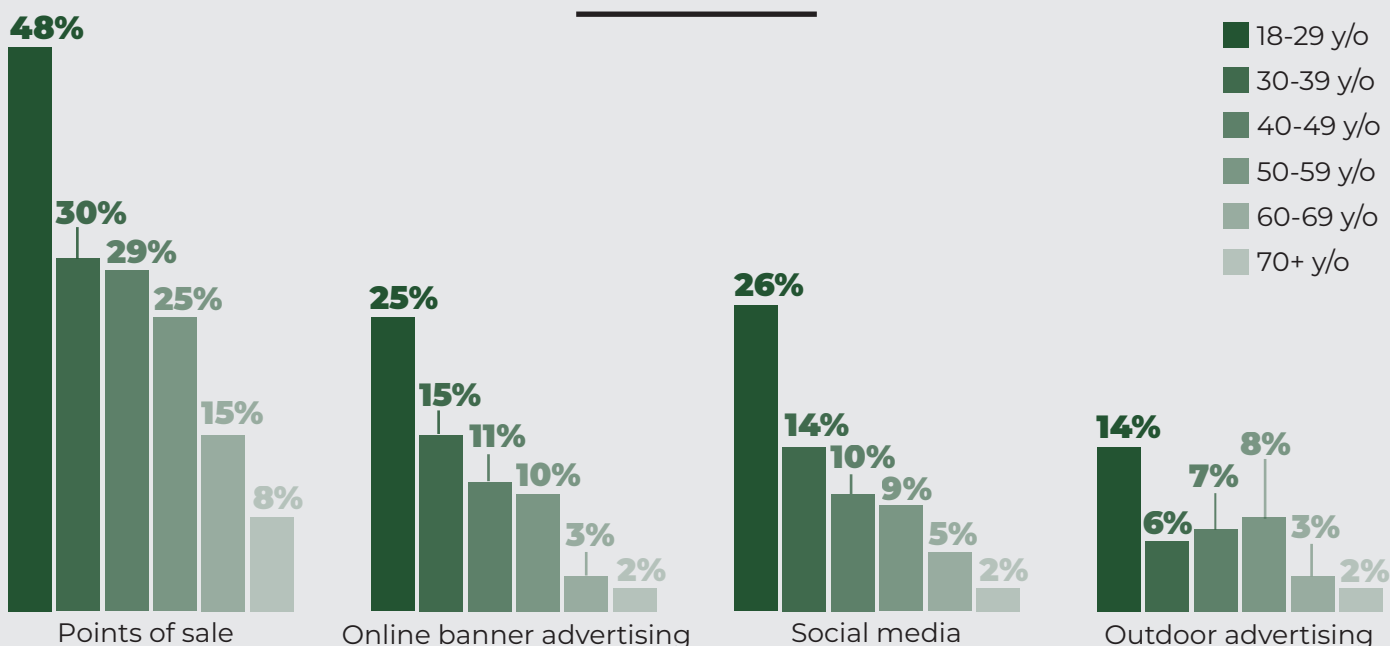


### Most common types of advertising

change compared to 2024



## Tobacco and nicotine product advertising exposure by age and location



## Conclusions

1

There is a renewed downward trend in the use of tobacco and nicotine products

2

The tobacco industry targets its tobacco and nicotine advertising at the youngest age group of 18-29-year olds

3

The display of tobacco and nicotine products at points of sale remains the primary source of advertising and sales promotion

4

Support for tobacco control measures among Ukrainians has grown significantly, and so has public demand for protection against tobacco and nicotine

5

Exposure to advertising for nicotine snus is rapidly increasing, which may indicate that the tobacco industry is intensifying its marketing efforts to attract new consumers

## Recommendations

1

Harmonize the excise tax on heated tobacco products with that on cigarettes

2

Accelerate the rate of excise tax increase for tobacco products

3

Prohibit the display of tobacco and nicotine products at points of sale

4

Fulfill the EU integration commitment to ban flavored heated tobacco products

5

Ban nicotine snus or implement regulations on par with those for tobacco products

6

Ratify the WHO Protocol to Eliminate Illicit Trade in Tobacco Products

7

Ban electronic cigarettes



\*This nationwide survey was conducted by the Kyiv International Institute of Sociology in November–December 2025 as part of its regular “Omnibus” survey (2,001 respondents). Commissioned by NGO “Life.” Print run: 50 copies. When using the infographic and/or its data, it is mandatory to indicate that the study was conducted by the Kyiv International Institute of Sociology on behalf of the NGO “Advocacy Center ‘Life.’”

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

\*\*\*Use of only tobacco products (e.g., cigarettes).