



Tobacco Control in Europe

Excerpt from the
Tobacco Atlas
Germany 2020

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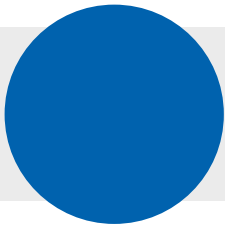
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Tobacco Control in Europe. Excerpt from the Tobacco Atlas Germany 2020

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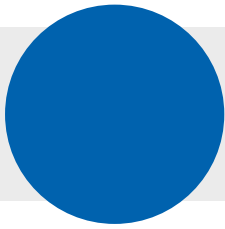
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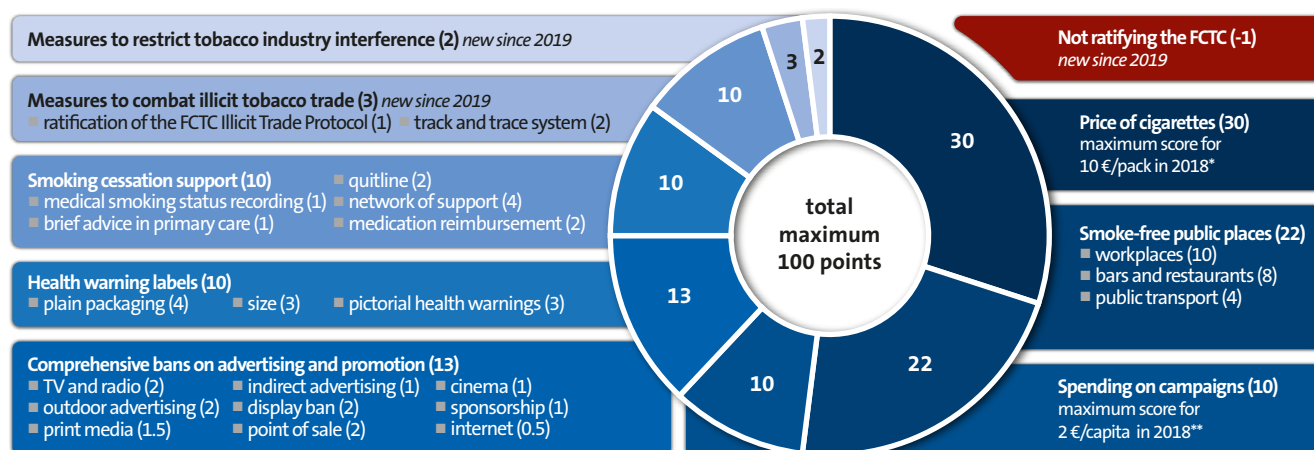
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1

The Tobacco Control Scale in Europe

Since 2004, the Tobacco Control Scale (TCS) has been used to compare tobacco control activities in many European countries | Developed by international tobacco control experts, the scale assigns a score (number of points) to each tobacco control measure, with a higher score for measures that are highly effective (e.g. high cigarette prices) and a lower score for those that are less effective. When a country implements a measure in full, it receives the full score. When it partially implements a measure, it receives only part of the maximum score.

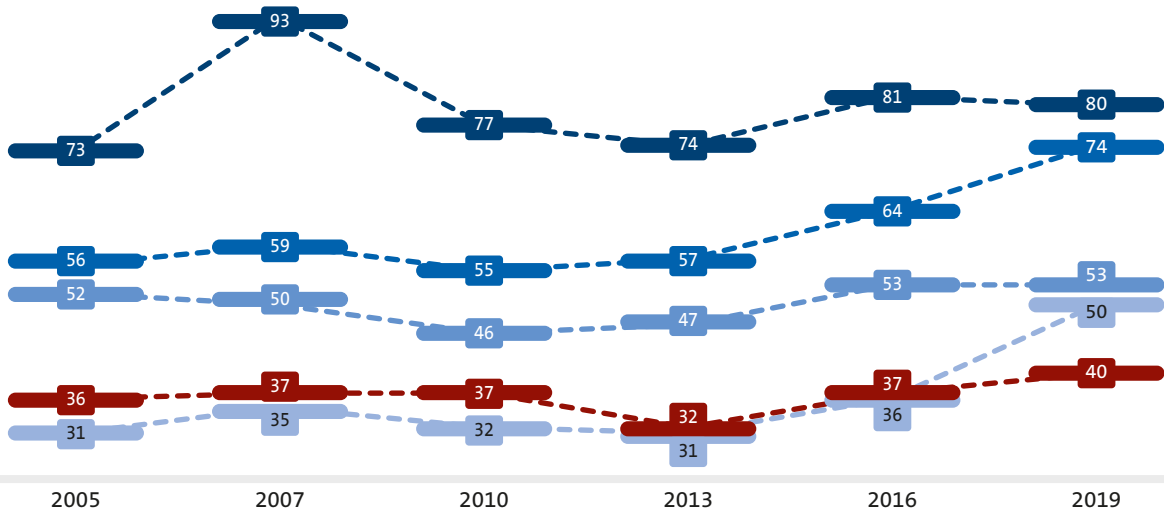
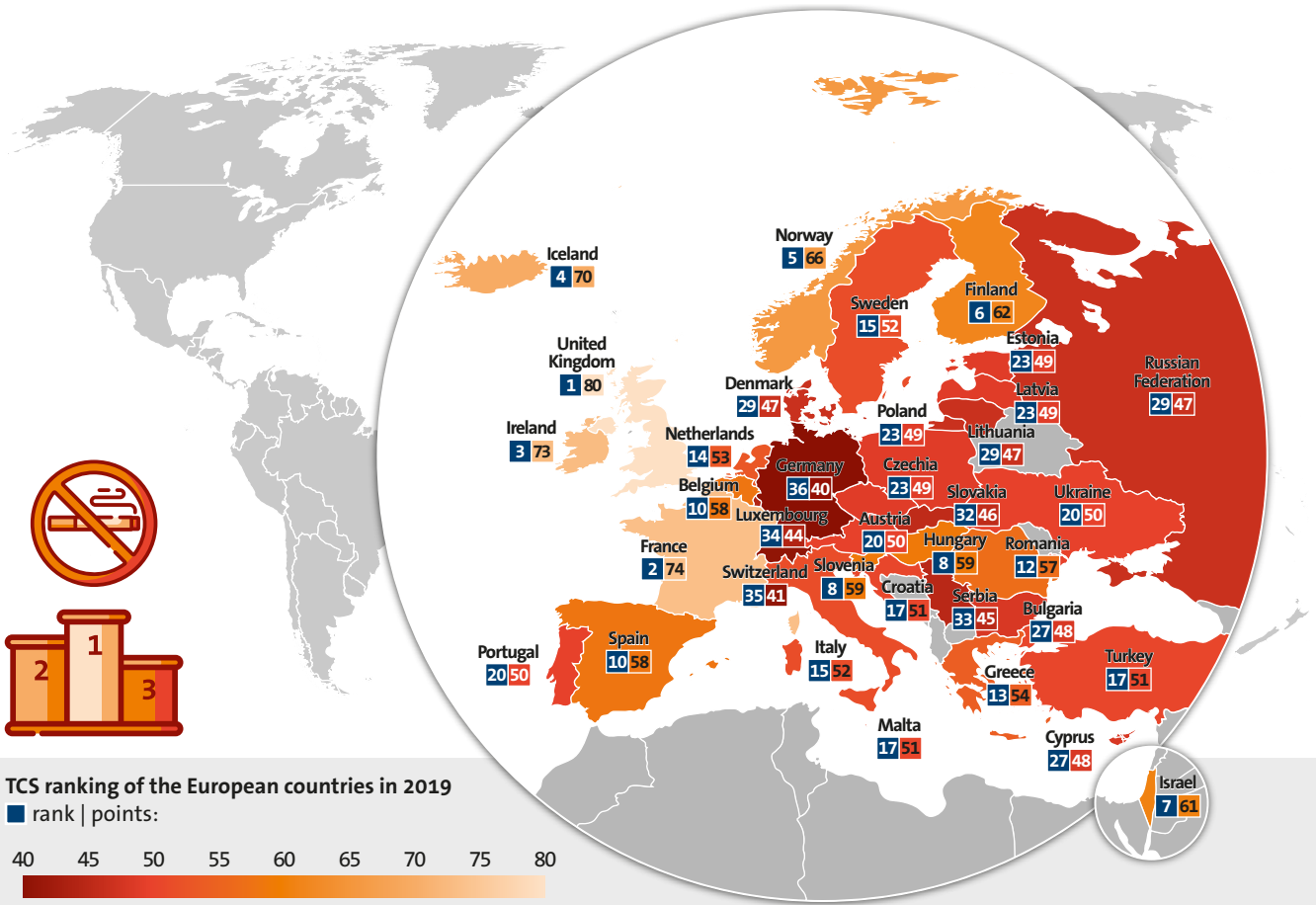
The United Kingdom and Ireland have always been at the top of the scale and Germany has always been at the bottom | Hungary has intensified its tobacco control measures since 2010, rising from 27th place in 2010 to 8th place in 2019. In contrast, Germany has been continuously downgraded since 2007 as it has not implemented significant tobacco control measures since then, and came last in 2019. In a European comparison, Germany is one of the countries with the greatest need for action in tobacco control.



Maximum achievable score on the Tobacco Control Scale in 2019 | *weighted average price taking into account EU Purchasing Power Standards (PPS), **based on the average EU gross domestic product per capita expressed in PPS

Points	2005	2007	2010	2013	2016	2019
Price of cigarettes	20	19	17	14	13	14
Smoke-free public places	2	2	11	11	11	11
Spending on campaigns	0	0	0	0	0	0
Bans on advertising	4	5	4	4	4	4
Health warning labels	6	6	1	1	5	5
Smoking cessation support	4	5	4	2	4	4
Illicit tobacco trade	–	–	–	–	–	2
Tobacco industry interference	–	–	–	–	–	0
total	36	37	37	32	37	40
rank/of	22/30	27/30	26/30	33/34	33/35	36/36

Points and rank of Germany in the TCS ranking in 2005, 2007, 2010, 2013, 2016 and 2019



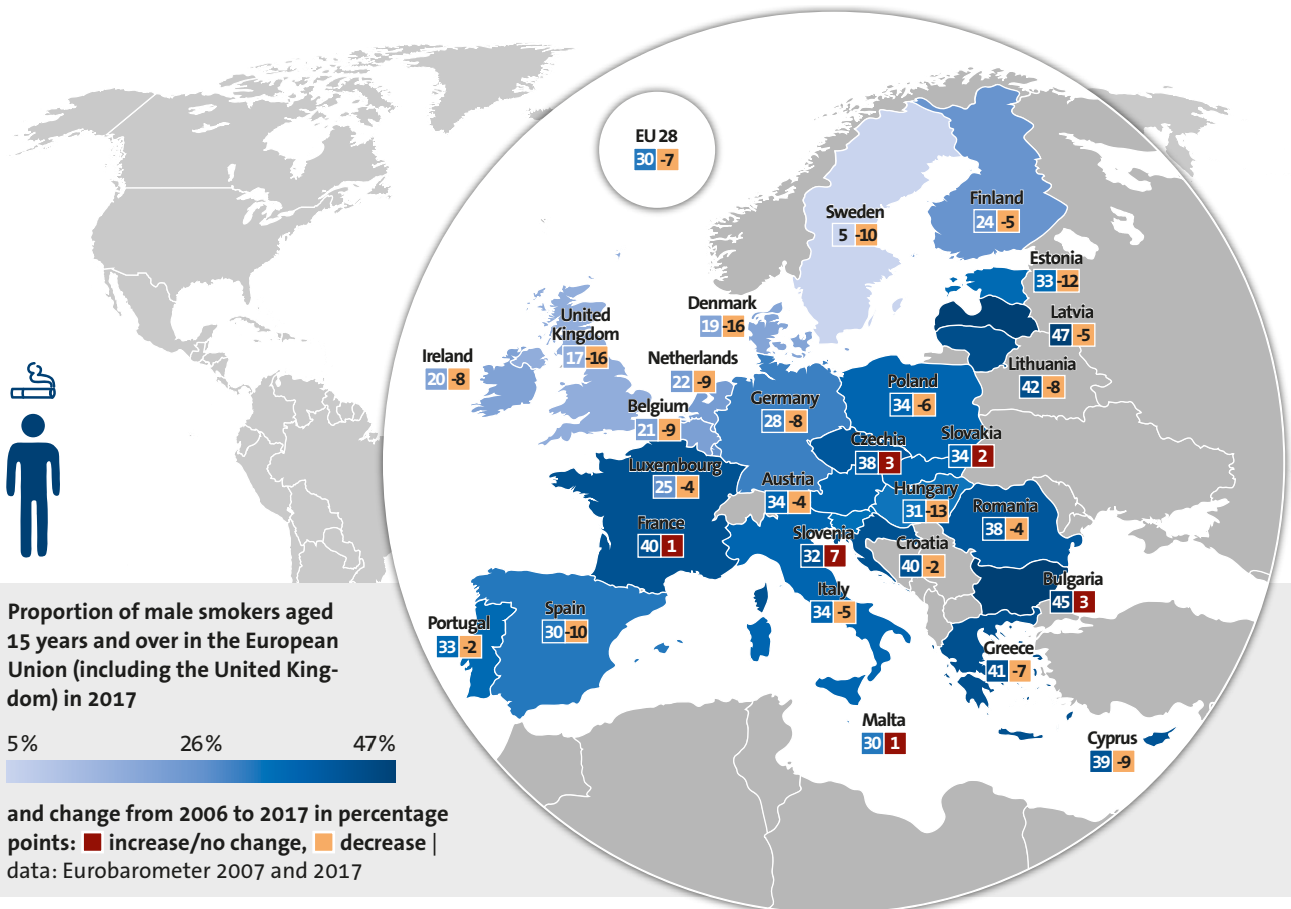
Points for selected countries in the TCS ranking in 2005, 2007, 2010, 2013, 2016 and 2019 |
 ■ United Kingdom, ■ France, ■ Netherlands, ■ Austria, ■ Germany

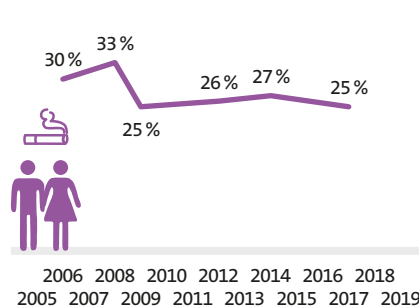
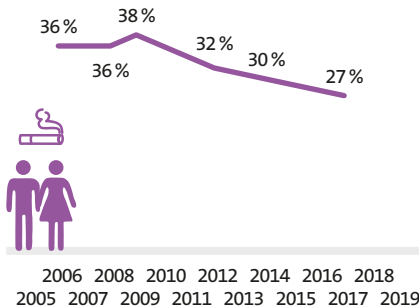
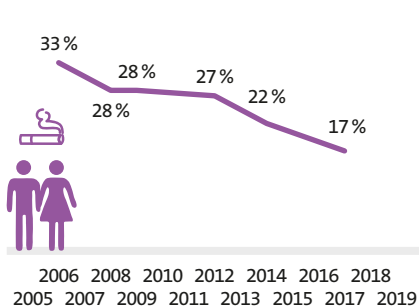
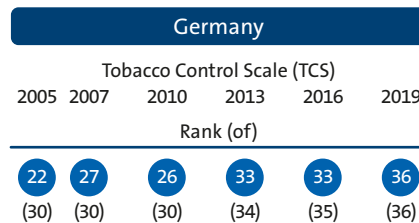
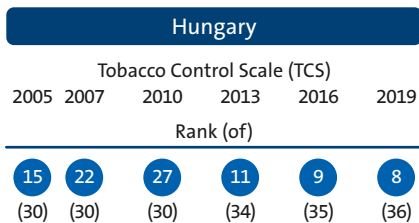
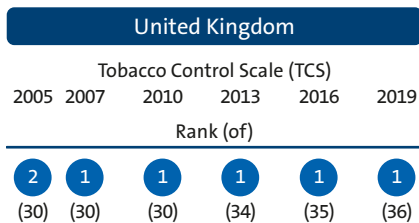
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Smoking Prevalence and Tobacco Control Measures in Europe

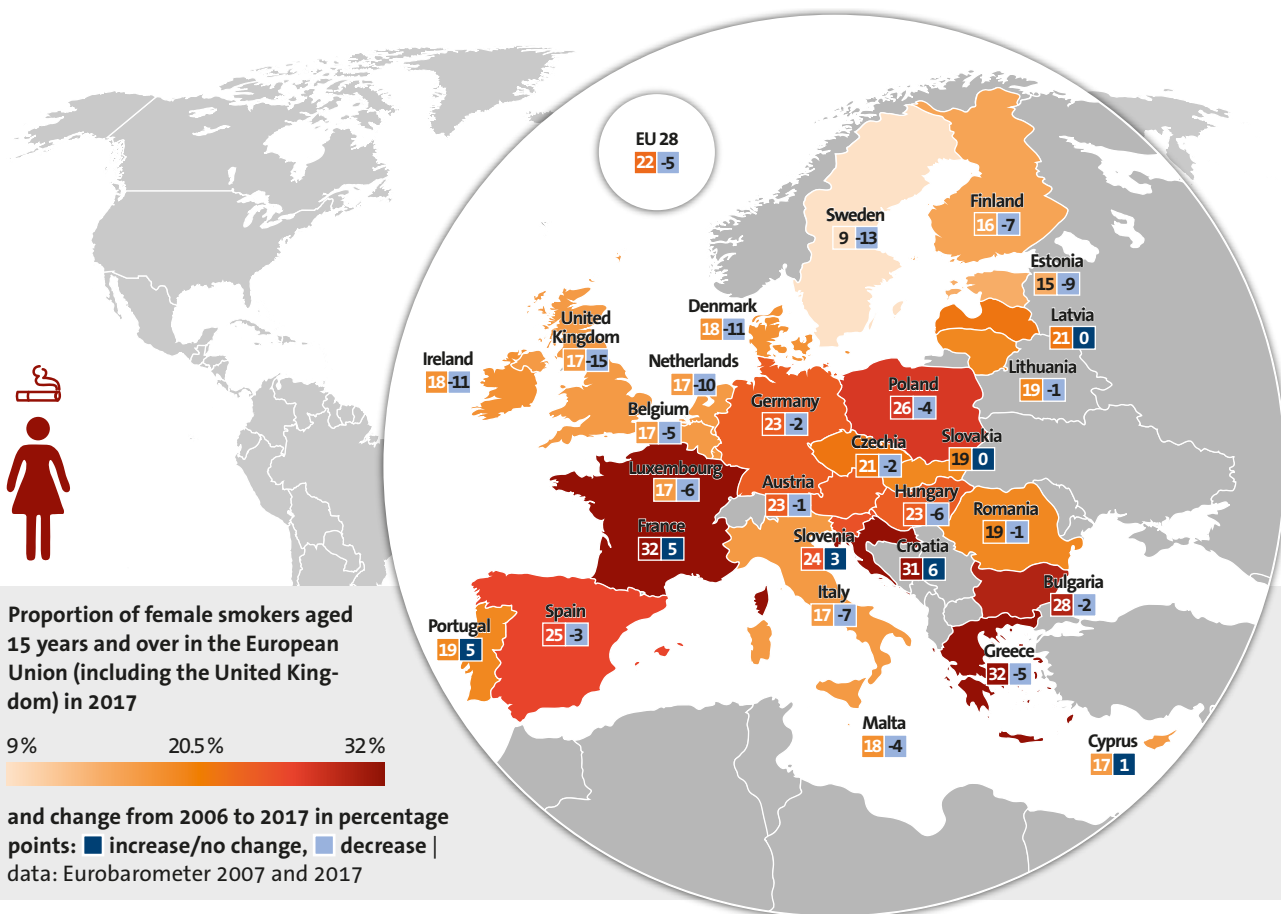
The proportion of smokers in the member states of the European Union, including the United Kingdom, fell by an average of 18.8 percent between 2006 and 2017 | However, according to a European-wide representative survey, there are very large differences: In Sweden and the United Kingdom, the proportion of smokers has more than halved, in four countries (Denmark, Ireland, the Netherlands, Estonia) it has dropped by almost a third or more and in four countries (Belgium, Hungary, Finland, Italy) by around a quarter. In Bulgaria and the Czech Republic, the proportion of smokers has not changed between 2006 and 2017 and in five countries (Slovakia, Croatia, Portugal, France, Slovenia) it has even increased. In 17 countries, the proportion of smokers has decreased more among men than among women, and in nine countries more among women than among men.

The better evidence-based tobacco control measures are implemented in a country, the lower the proportion of smokers in the population and the higher the proportion of those who stop smoking | In Germany, effective tobacco control measures were implemented mainly between 2000 and 2009. No significant tobacco control measures have been taken since 2010 – apart from the implementation of European regulation such as the Tobacco Products Directive. According to the European survey, the proportion of smokers in Germany mainly decreased between 2008 and 2009 and there has been hardly any change since then.





Trends in smoking rates from 2006 to 2017 in selected EU countries and their ranking in the Tobacco Control Scale (TCS) from 2005 to 2019 | data: Eurobarometer and Tobacco Control Scale



3

Smoking Prevalence in Children and Adolescents in Europe

In 2018, an average of around 17 percent of 15-year-old adolescents have smoked at least one cigarette within the last 30 days in the countries of the European Union including the United Kingdom | This is shown by an international representative survey on the health behaviour of school children. There is no significant difference in smoking behaviour between boys (16.7 percent) and girls (17.9 percent).

The proportion of 15-year-olds who have smoked a cigarette within the last 30 days has decreased in most countries since 2014 | The decline is more significant among girls than among

boys. In three countries each there were no changes for boys or girls. In four countries (Bulgaria, Italy, Wales, Lithuania) the proportion of smoking girls has increased, while for boys this is the case in five countries (Bulgaria, Lithuania, England, Spain, Ireland).

The proportion of young people who smoke increases significantly with age | In the countries of the European Union including the United Kingdom, in 2018, one percent of 11-year-old girls and two percent of 11-year-old boys have smoked a cigarette in the last 30 days. Among thirteen-year-old girls and boys, five percent each did so.

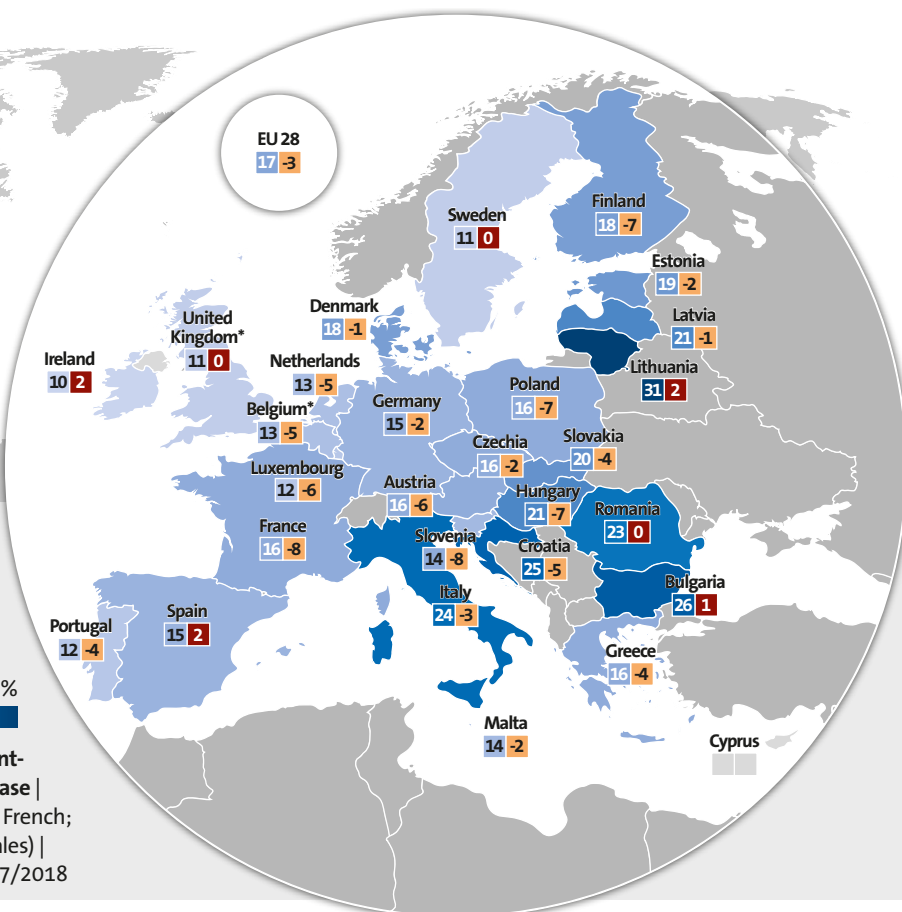


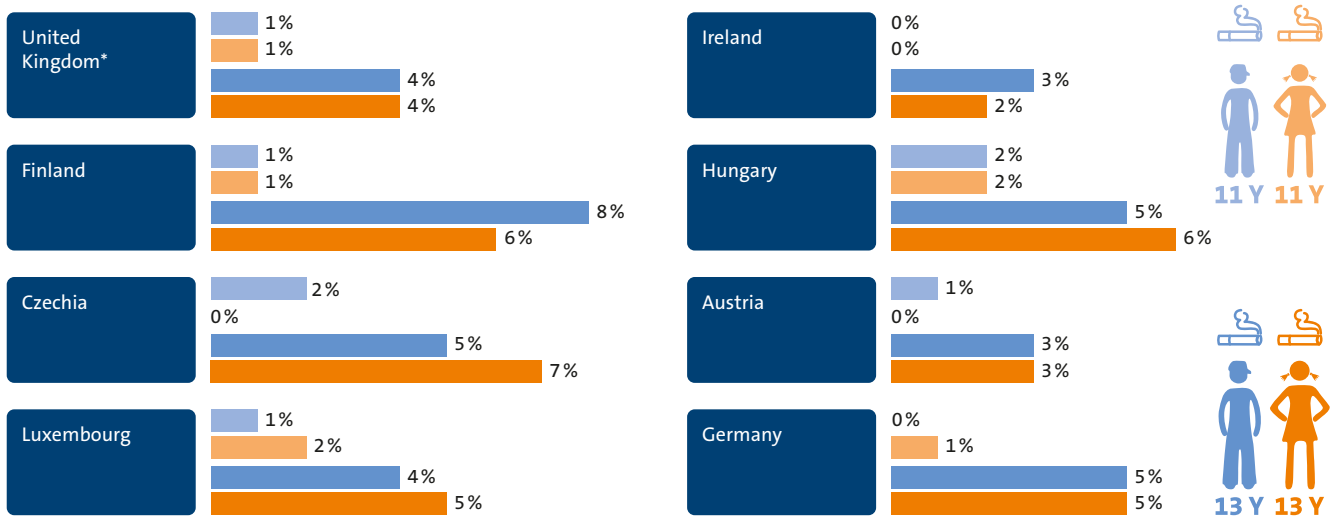
Proportion of 15-year-old boys who have smoked at least one cigarette in the last 30 days in the European Union (including the United Kingdom, excluding Cyprus) in 2018

10% 20.5% 31%

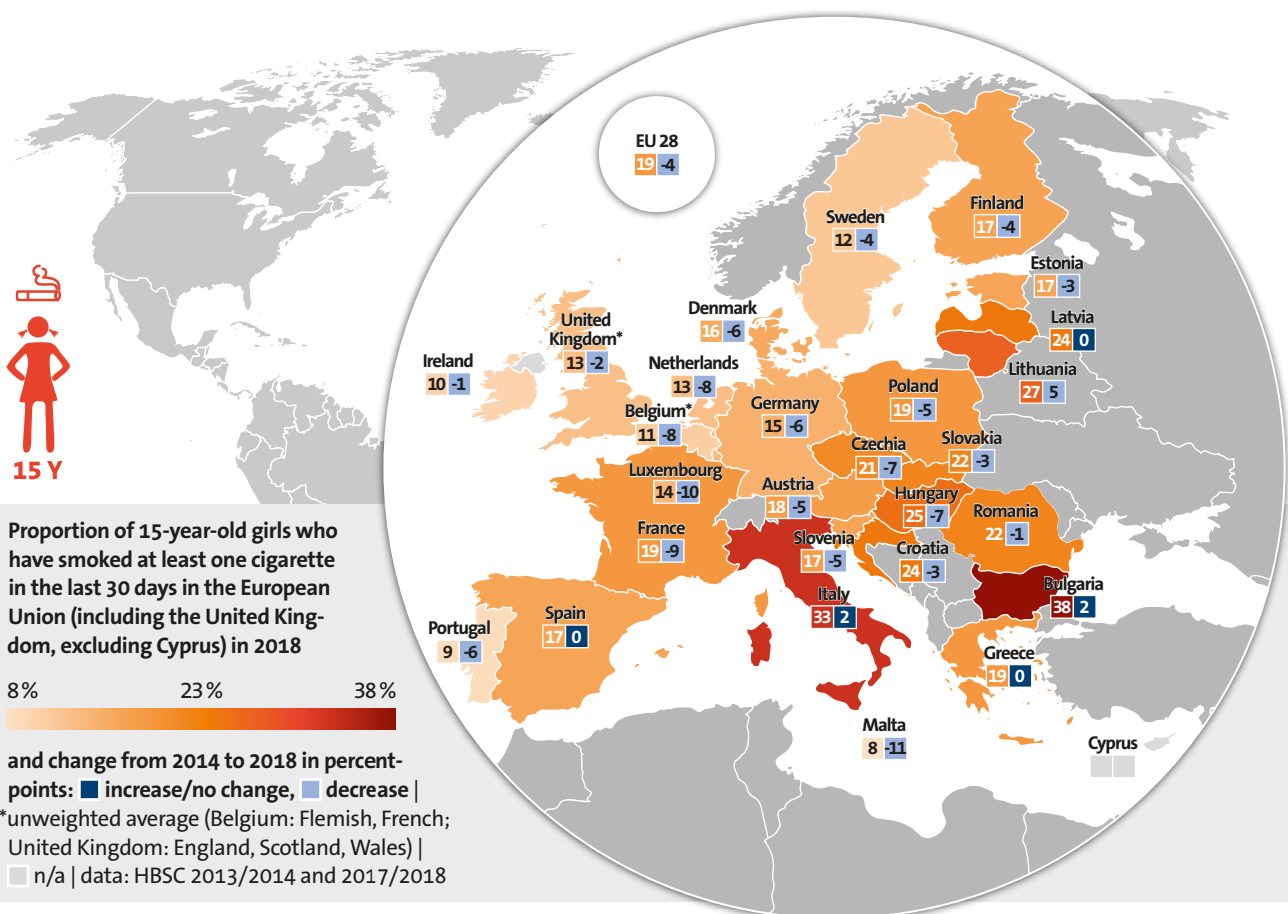
and change from 2014 to 2018 in percentage points: ■ increase/no change, ■ decrease |

*unweighted average (Belgium: Flemish, French; United Kingdom: England, Scotland, Wales) | ■ n/a | data: HBSC 2013/2014 and 2017/2018





Proportion of 11-year-old boys and girls and 13-year-old boys and girls who smoked at least one cigarette in the last 30 days in selected EU countries | *unweighted average (England, Scotland, Wales) | data: HBSC 2017/2018



4

Taxation in Europe

Tobacco tax increases are the most effective measure to curb tobacco use | In high-income countries, a ten percent increase in prices reduces tobacco consumption by about four percent. All tobacco products should be taxed at a similar level, as large differences in the taxation of different tobacco products encourage smokers to switch to cheaper products rather than quit.

In 2018, 18 EU member states have reached the highest level of implementation of tobacco taxation according to the WHO definition | Despite the targets set by the EU Directive 2011/64/EU for tobacco taxes, there is wide variation in taxes on the most commonly sold brand of cigarettes. There are also large price differences between cigarettes and roll-your-own tobacco.

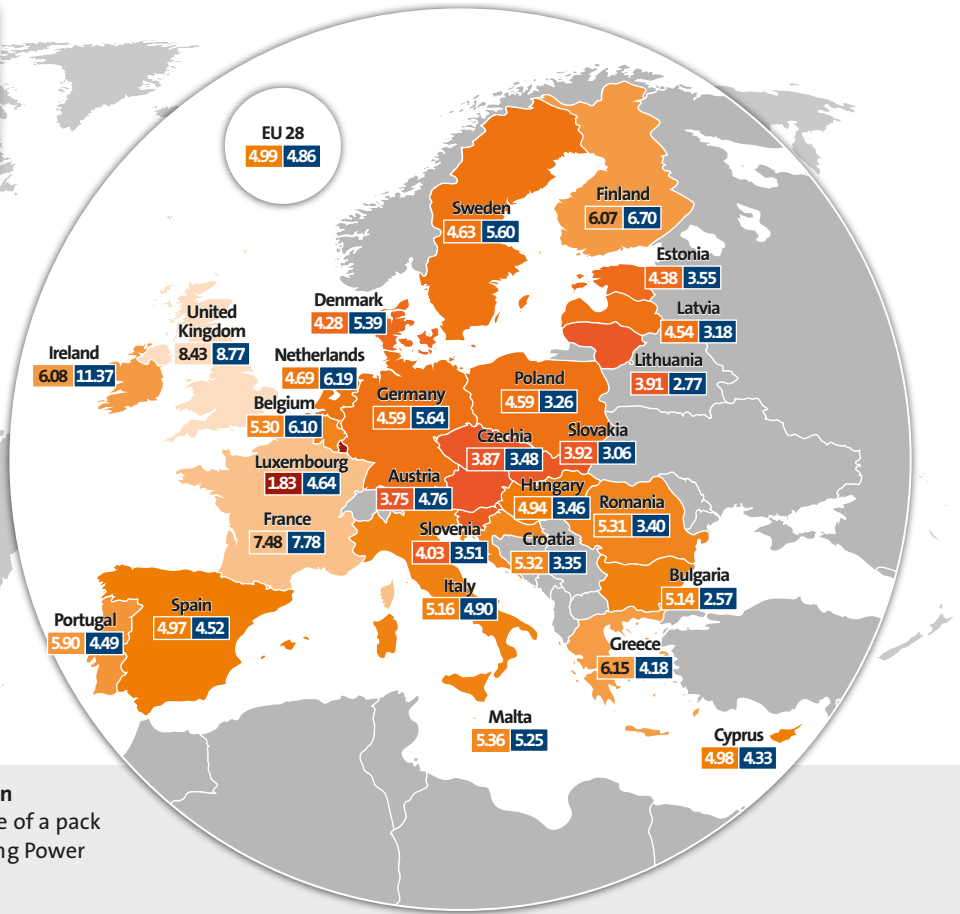
A specific tax on electronic cigarettes can contribute to preventing young people from using e-cigarettes, because young people are particularly sensitive to price | An estimate for Europe suggests that a ten percent increase in e-cigarette prices is associated with a decrease of e-cigarette sales by about eight percent. The Conference of the Parties to the FCTC and the World Bank recommend taxation of e-cigarettes at a level that makes them less affordable to minors. At the same time, taxes on all other tobacco products should be increased to prevent use of tobacco products. To facilitate taxation, all e-cigarettes and liquids should be taxed, regardless of nicotine content, including nicotine-free products.

There is no harmonized EU regulation for electronic cigarettes | Currently, 14 EU member states levy a specific tax on e-cigarettes.

Country	2008	2010	2012	2014	2016	2018
Austria	1.02	1.13	1.19	1.26	1.24	1.26
Belgium	1.25	1.44	1.50	1.62	1.69	1.67
Bulgaria	3.03	4.14	4.08	4.05	3.70	3.47
Croatia	1.91	2.42	2.58	2.94	2.85	2.69
Cyprus	1.15	1.20	1.66	1.95	1.96	1.92
Czechia	1.36	1.66	1.76	1.75	1.86	1.90
Denmark	0.97	1.13	1.18	1.25	1.22	1.16
Estonia	1.66	1.85	2.29	2.33	2.37	2.26
Finland	1.11	1.24	1.32	1.45	1.55	1.71
France	1.65	1.76	1.88	2.08	2.03	2.21
Germany	1.48	1.54	1.53	1.51	1.56	1.56
Greece	1.37	1.57	2.15	2.45	2.48	2.70
Hungary	2.10	2.25	2.62	3.03	3.20	2.98
Ireland	1.94	2.33	2.39	2.30	1.89	1.92
Italy	1.30	1.38	1.86	1.87	1.88	1.90
Latvia	1.88	2.54	2.37	2.54	2.37	2.35
Lithuania	1.42	2.43	2.21	2.18	2.30	2.36
Luxembourg	0.41	0.46	0.55	0.55	0.57	0.55
Malta	2.39	2.51	2.45	2.43	2.34	2.13
Netherlands	1.20	1.31	1.46	1.59	1.59	1.57
Poland	1.70	2.09	2.71	3.03	3.00	2.79
Portugal	1.95	2.06	2.62	2.70	2.67	2.56
Romania	2.49	3.79	4.56	4.33	4.12	3.66
Slovakia	1.65	1.93	2.03	2.02	2.07	1.99
Slovenia	1.17	1.41	1.65	1.89	1.79	1.65
Spain	1.03	1.46	2.02	2.15	2.01	1.91
Sweden	1.34	1.34	1.37	1.46	1.44	1.40
United Kingdom	2.22	2.49	2.48	2.63	2.77	2.98

Affordability of cigarettes in the European Union (including the United Kingdom) | percentage of the gross domestic product per capita needed to buy 2,000 cigarettes of most sold brand

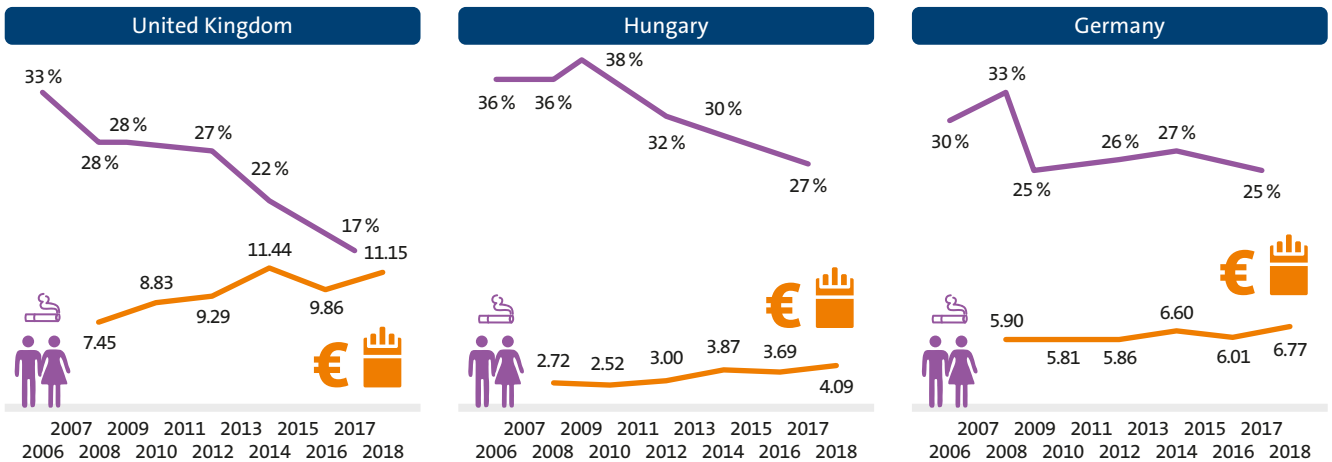
The WHO recommends tobacco taxes should account for at least 70 percent of the retail price.



Cigarette prices in the European Union (including the United Kingdom) | price of a pack in Euros taking into account Purchasing Power Standards (PPS) per capita

1.50 2.50 3.50 4.50 5.50 6.50 7.50 8.50

■ weighted average price of a package in Euro | as of: 2018



■ Prices in Euro of a pack of 20 cigarettes of the most sold brand and ■ smoking prevalence rates in three member states of the European Union from 2006 to 2018 | data on smoking prevalence rates: Eurobarometer 2017

5

Smoke-Free Legislation in Europe

Smoke-free legislation protects health | Smoke-free legislation reduces exposure to toxicants from secondhand smoke and reduces the incidence of cardiovascular as well as respiratory diseases. It also contributes to the reduction of smoking prevalence.

To be effective, smoke-free legislation must be comprehensive and be well enforced | Smoking rooms, designated smoking areas or ventilation do not effectively protect from secondhand smoke.

Protection from secondhand smoke varies widely between the countries of the European Union | Only seven EU member states and seven other countries in the WHO European Region have implemented comprehensive smoke-free legislation without exemptions or smoking rooms, and have achieved the highest

level of implementation as defined by the World Health Organisation. Cyprus and Hungary only lack a ban on smoking in public transport to achieve the highest level of implementation.

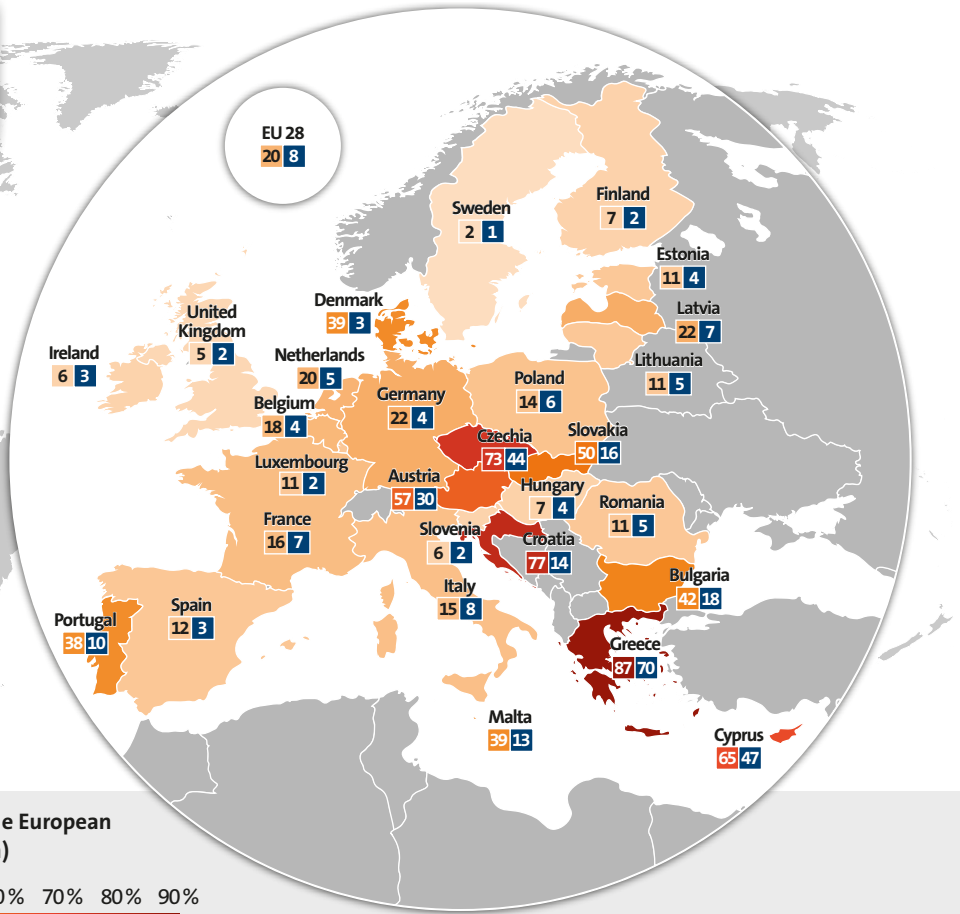
Smoking is still prevalent especially in bars, despite existing laws | In 2017, 20 percent of people in Europe who had visited a bar in the last six months saw people smoking inside on their last visit.

The majority of people in the European Union support smoke-free legislation | Approval of the laws increases after their implementation – even among smokers. The majority (63 percent) is also in favour of a ban on e-cigarette use in smoke-free public places.

Country	Healthcare facilities	Educational facilities except universities	Universities	Government facilities	Indoor offices	Restaurants	Pubs and bars	Public transport
Austria	■	■	■	■	■	■	■	■
Belgium	■	☆☆☆	■	■	■	■	■	■
Bulgaria (2012)	■	■	■	■	■	■	■	■
Croatia	■	■	■	■	■	■	■	■
Cyprus	■	■	■	■	■	■	■	■
Czechia	■	■	■	■	■	☆☆	☆☆	■
Denmark	■	■	■	■	■	■	■	■
Estonia	■	■	■	■	■	■	■	■
Finland	■	■	■	■	■	■	■	■
France	■	■	■	■	■	■	■	■
Germany	■	■	■	■	■	■	■	■
Greece (2010)	■	■	■	■	■	■	■	■
Hungary	■	■	■	■	■	■	■	■
Ireland (2004)	■	■	■	■	■	■	■	■
Italy	■	■	■	■	■	■	■	■
Latvia	■	■	■	■	■	■	■	■
Lithuania	■	■	■	■	■	■	☆	■
Luxembourg	■	■	■	■	■	■	■	■
Malta (2010)	■	■	■	■	■	■	■	■
Netherlands	■	■	■	■	■	■	■	■
Poland	■	■	■	■	■	■	■	■
Portugal	■	■	■	■	■	■	■	■
Romania (2015)	■	■	■	■	■	■	■	■
Slovakia	■	■	■	■	■	■	■	■
Slovenia	■	■	■	■	■	■	■	■
Spain (2010)	■	■	■	■	■	■	■	■
Sweden	■	■	■	■	■	■	■	■
United Kingdom (2006)	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆	☆☆☆

Smoke-free legislation in the European Union (including the United Kingdom) | ■ comprehensive ban, ■ ban with exemptions (separate, completely enclosed smoking rooms are allowed under very strict conditions), ■ no ban, ☆☆☆ ban in all subnational jurisdictions, ☆☆☆ ban does not apply to water pipes, ☆ smoking is banned except in cigar or pipe clubs specially set out for this purpose, blue country name: maximum level of implementation (since year) | as of: 2018

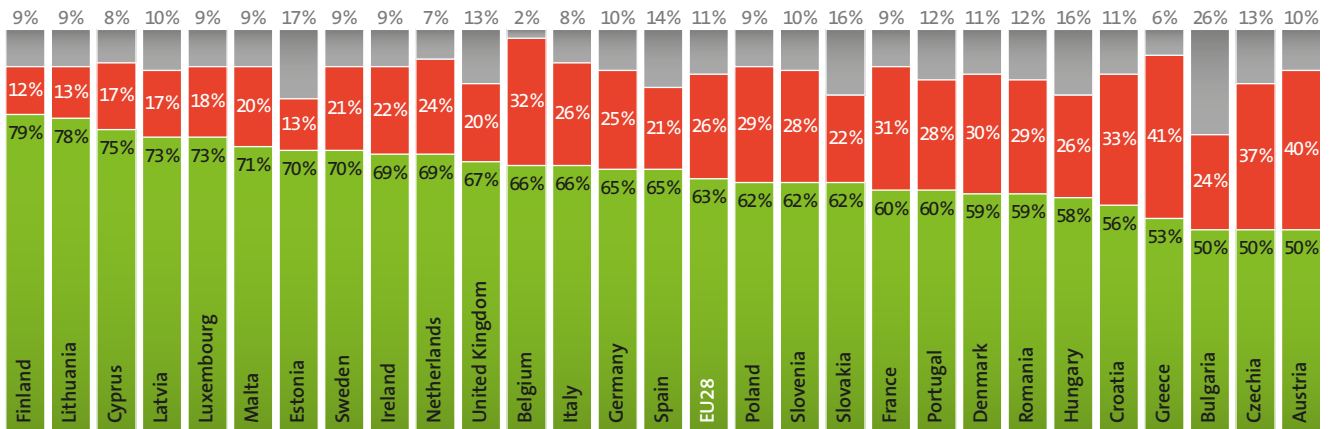
The WHO recommends to make all public places completely smoke-free.



Smoking in bars and restaurants in the European Union (including the United Kingdom)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

of respondents have visited a *bar* and seen people smoking inside in the last six months | ■ percentages of respondents who have visited a *restaurant* and seen people smoking inside in the last six months | data: Eurobarometer 2017



Attitudes towards a ban on the use of e-cigarettes in smoke-free environments in the European Union (including the United Kingdom) | ■ in favour, ■ against, ■ don't know | EU 28: weighted average of the 28 countries | data: Eurobarometer 2017

6

Health Warnings and Plain Packaging in Europe

Health warnings on tobacco products are an effective and low-cost tobacco prevention intervention, as the tobacco industry bears the costs | Large pictorial warnings can prevent young people from taking up smoking, motivate smokers to quit smoking and prevent relapse in former smokers. Providing the national quitline number on cigarette packs increases the number of calls from smokers looking for help to quit.

All member states of the European Union have combined pictorial and textual warnings on cigarette packs | By implementing the EU Directive 2014/40/EU all EU countries have reached the highest level of implementation of health warnings as defined by the World Health Organization.

Plain packaging improves the effectiveness of health warnings | Plain packaging prohibits the use of logos, colours and

promotional information. It only allows a standard colour for the packaging and a standard font for the brand name. It motivates smokers to think about quitting smoking, increases calls to quitlines and enhances the effectiveness of health warnings. The sparse available evidence suggests that plain packaging may reduce smoking prevalence.

To date, seven countries in the WHO European region have introduced plain packaging | In several other countries plain packaging is under consideration.

Plain packaging enjoys broad public support | In 23 member states of the European Union, more people are in favour than against the introduction of plain packaging.



Combined pictorial and textual warnings covering 65% of the front and back of the pack



Plain cigarette pack

- no specific brand elements (e.g. logos, graphic elements, colours)
- standard colour of the package, standard font style and font size



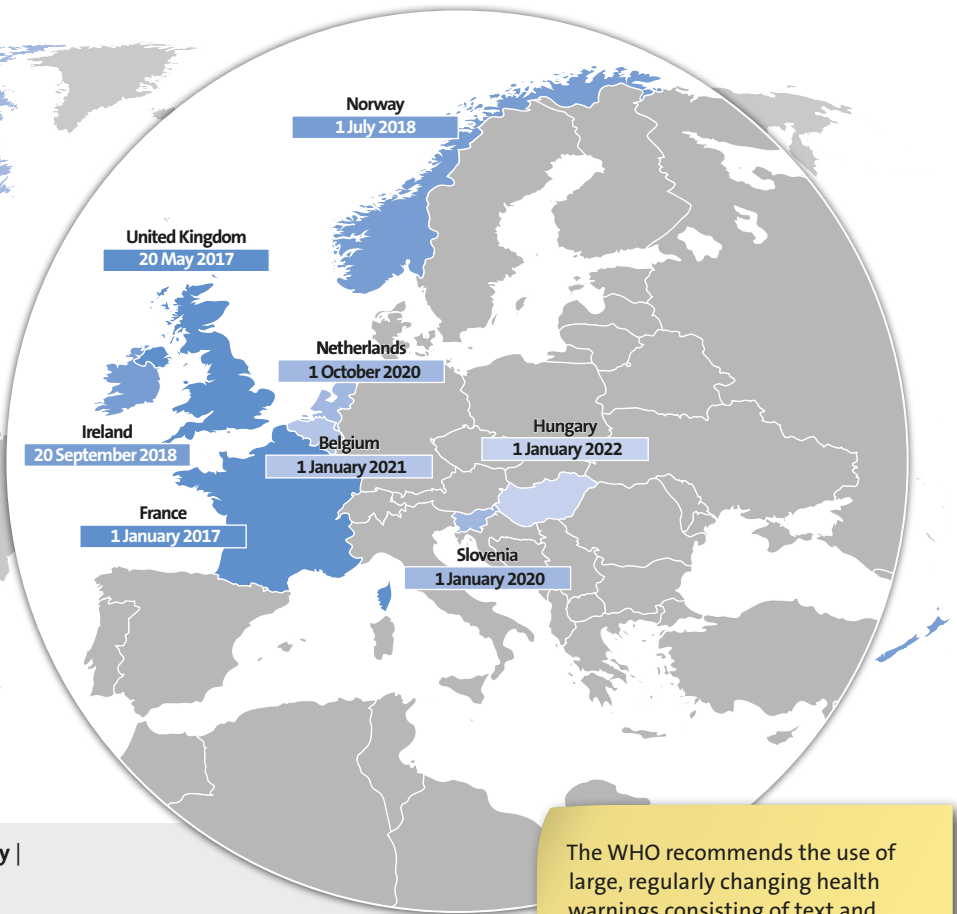
Cigarette packs in Germany in compliance with the EU Directive and plain packaging for cigarettes in France



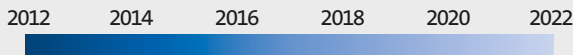
Packaging of liquid pods for an e-cigarette and of tobacco sticks for a heated tobacco product in accordance with the EU Directive as well as plain packaging of the same products in Israel

Countries with plain packaging outside Europe

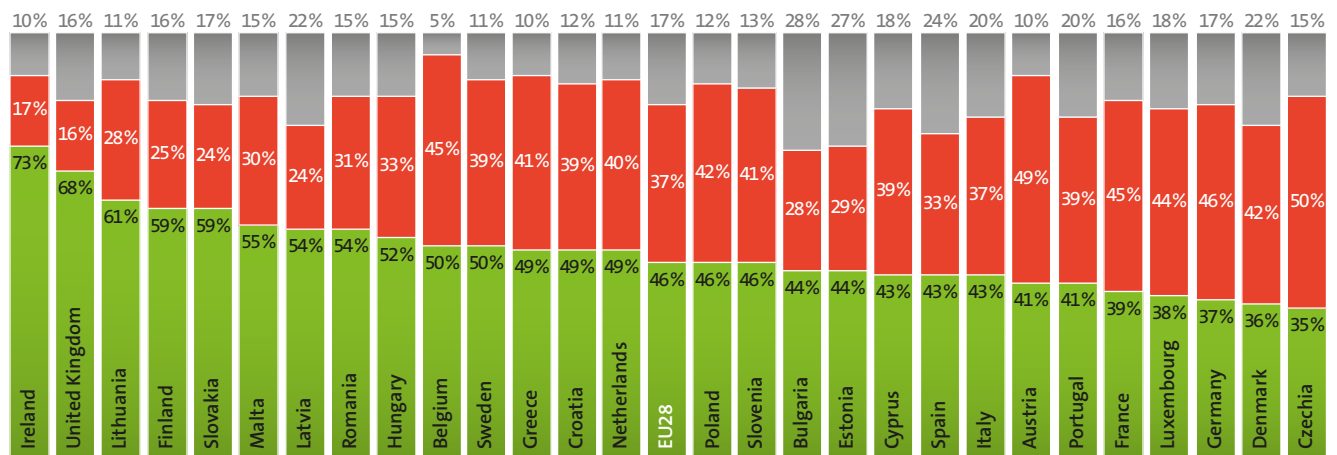
Australia	1 December 2012
New Zealand	6 June 2018
Thailand	8 December 2019
Uruguay	21 December 2019
Saudi Arabia	1 January 2020
Turkey	5 January 2020
Israel	8 January 2020
Canada	7 February 2020
Singapore	1 July 2020



Plain packaging in Europe and globally | plain packaging since/from



The WHO recommends the use of large, regularly changing health warnings consisting of text and pictures and to consider the introduction of plain packaging.



Attitudes towards the introduction of plain packaging in the European Union (including the United Kingdom) | in favour, against, don't know | EU 28: weighted average of the 28 countries | data: Eurobarometer 2017

7

Tobacco and E-Cigarette Advertising in Europe

Advertising is powerful | Advertising for tobacco products generates a positive opinion of tobacco products and creates a favourable attitude towards smoking. Tobacco advertising increases smoking initiation and tobacco consumption. The few studies available so far on the effect of e-cigarette advertising suggest that e-cigarette advertising is associated with a positive attitude towards e-cigarettes and with a greater intention to use the products.

Advertising bans reduce the demand for tobacco | They reduce awareness of advertising and increase the intention to stop smoking; they reduce tobacco consumption and smoking prevalence. To be effective, advertising bans must be comprehensive, covering all forms of advertising and promotion.

Advertising for tobacco products and e-cigarettes is still present in the European Union despite existing advertising bans | Several EU directives prohibit the advertising for tobacco products and nicotine-containing e-cigarettes on television, radio, print and internet as well as cross-border sponsorship – but several advertising channels remain unrestricted.

Only Slovenia and Spain reach the highest level in implementing advertising bans, as defined by the World Health Organization.

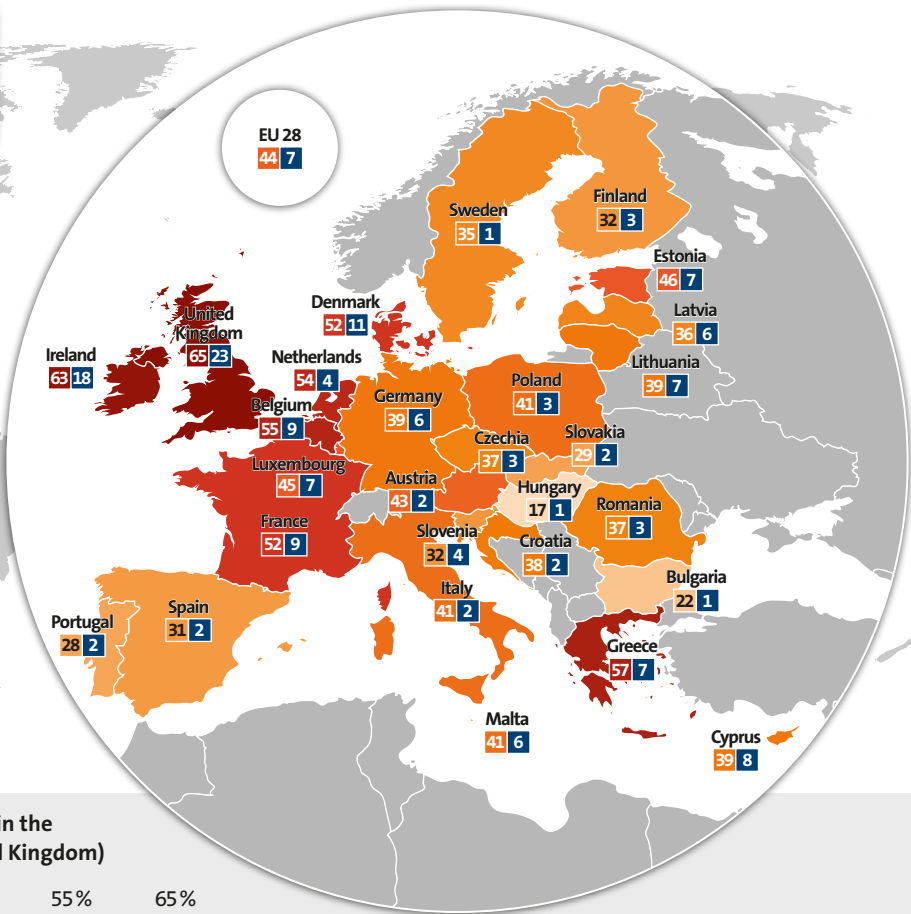
Advertising bans are widely supported by the public | The majority of the EU population is in favour of a ban on displaying tobacco products at the point of sale (display ban).

Country	TV and radio	Magazines and newspapers	Billboard and outdoor advertising	Point of sale	Internet	Free distribution in mail or other means	Promotional discounts	Brand stretching	Product placement	Complete ban on sponsorship	Display ban	Ban on vending machines	Ban on internet sales
Austria	■	■	■	■	■	■	■	■	■	■	■	■	■
Belgium	■	■	■	■	■	■	■	■	■	■	■	■	■
Bulgaria	■	■	■	■	■	■	■	■	■	■	■	■	■
Croatia	■	■	■	■	■	■	■	■	■	■	■	■	■
Cyprus	■	■	■	■	■	■	■	■	■	■	■	■	■
Czechia	■	■	■	■	■	■	■	■	■	■	■	■	■
Denmark	■	■	■	■	■	■	■	■	■	■	■	■	■
Estonia	■	■	■	■	■	■	■	■	■	■	■	■	■
Finland	■	■	■	■	■	■	■	■	■	■	■	■	■
France	■	■	■	■	■	■	■	■	■	■	■	■	■
Germany	■	■	■	■	■	■	■	■	■	■	■	■	■
Greece	■	■	■	■	■	■	■	■	■	■	■	■	■
Hungary	■	■	■	■	■	■	■	■	■	■	■	■	■
Ireland	■	■	■	■	■	■	■	■	■	■	■	■	■
Italy	■	■	■	■	■	■	■	■	■	■	■	■	■
Latvia	■	■	■	■	■	■	■	■	■	■	■	■	■
Lithuania	■	■	■	■	■	■	■	■	■	■	■	■	■
Luxembourg	■	■	■	■	■	■	■	■	■	■	■	■	■
Malta	■	■	■	■	■	■	■	■	■	■	■	■	■
Netherlands	■	■	■	■	■	■	■	■	■	■	■	■	■
Poland	■	■	■	■	■	■	■	■	■	■	■	■	■
Portugal	■	■	■	■	■	■	■	■	■	■	■	■	■
Romania	■	■	■	■	■	■	■	■	■	■	■	■	■
Slovakia	■	■	■	■	■	■	■	■	■	■	■	■	■
Slovenia	■	■	■	■	■	■	■	■	■	■	■	■	■
Spain	■	■	■	■	■	■	■	■	■	■	■	■	■
Sweden	■	■	■	■	■	■	■	■	■	■	■	■	■
United Kingdom	■	■	■	■	■	■	■	■	■	■	■	■	■

Advertising bans for tobacco products and e-cigarettes in the European Union (including the United Kingdom) |

■ yes (including nicotine-free e-cigarettes), ■ yes (tobacco products and nicotine-containing e-cigarettes), ■ no | as of: 2018

The WHO recommends banning all forms of direct and indirect advertising.

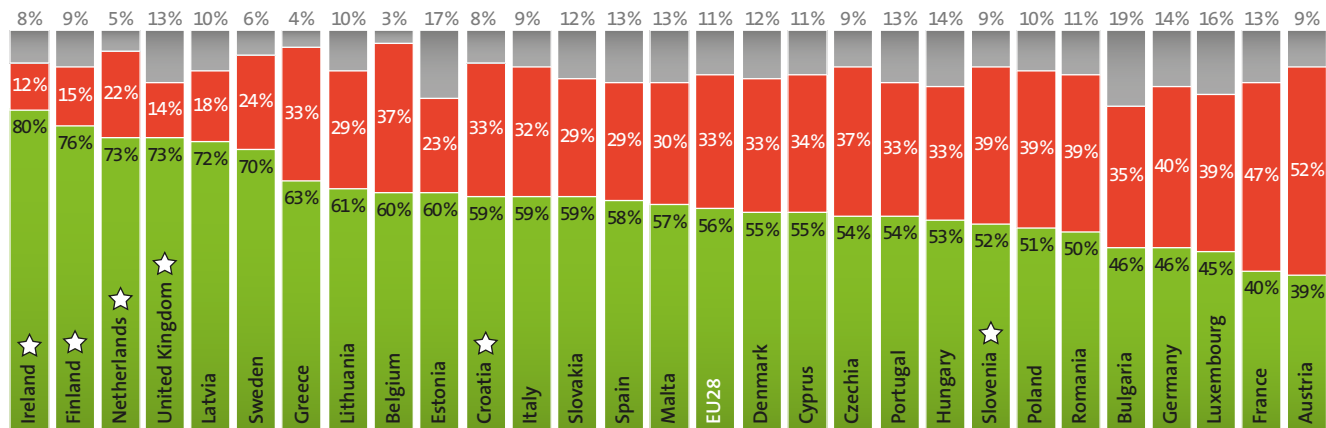


Awareness of e-cigarette advertising in the European Union (including the United Kingdom)



of respondents have seen advertising for e-cigarettes in the last 12 months (often, from time to time or rarely) |

■ percentages of respondents who have often seen advertising for e-cigarettes in the last 12 months | data: Eurobarometer 2017



Attitudes towards a ban on displaying tobacco products at the point of sale (display ban) in the European Union (including the United Kingdom) | ■ in favour, ■ against, ■ don't know, ☆ countries with display ban for tobacco products | EU 28: weighted average of the 28 countries | data: Eurobarometer 2017

8

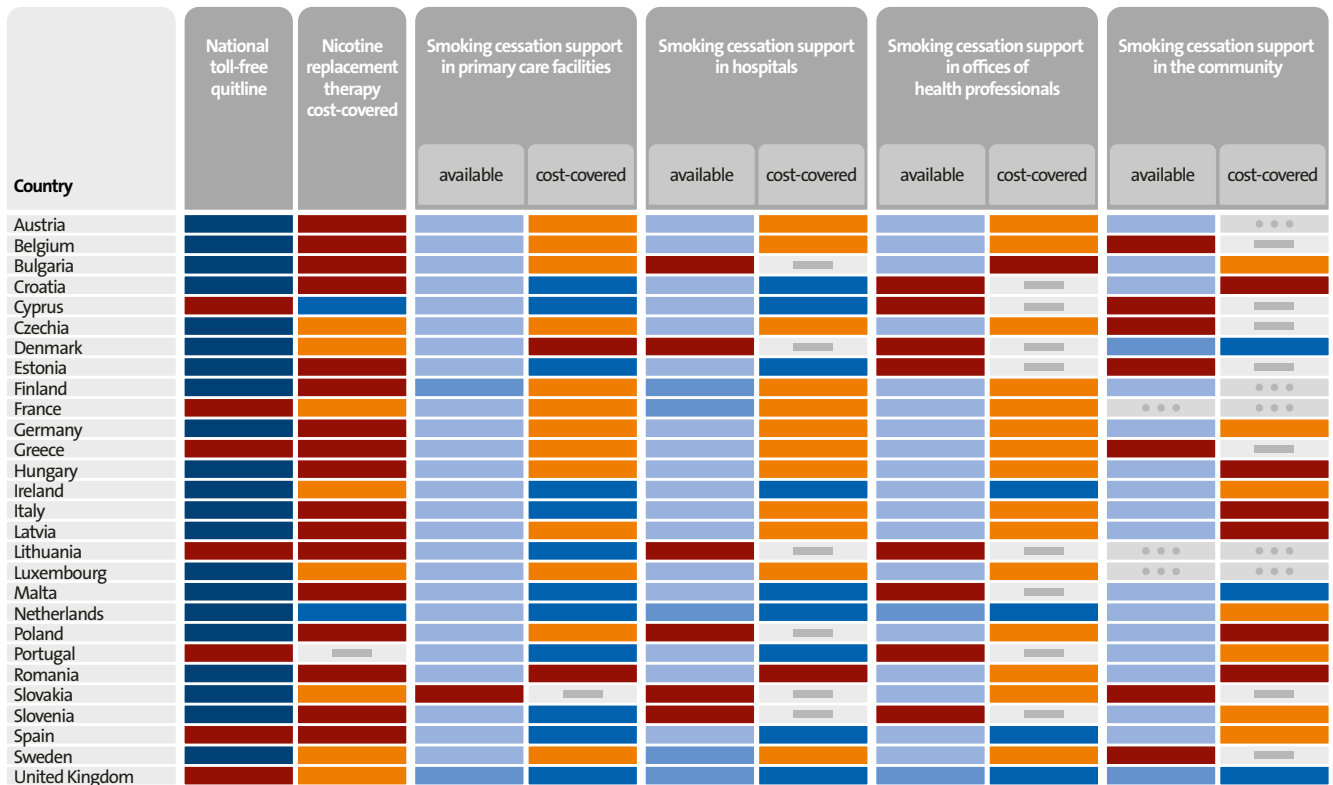
Smoking Cessation in Europe

More than half of smokers in the European Union want to quit smoking | More than half of current smokers in the European Union have tried to quit smoking at least once, with large differences between countries. However, the proportion of smokers who have tried to quit smoking within the last year dropped from 19 to 15 percent between 2014 and 2017. Most smokers attempt to quit or succeed in quitting at a young or middle age.

Smoking cessation support increases quit rates, but is rarely used | Most smokers (75 percent) quit smoking or try to quit without any method of assistance. Only eleven percent of

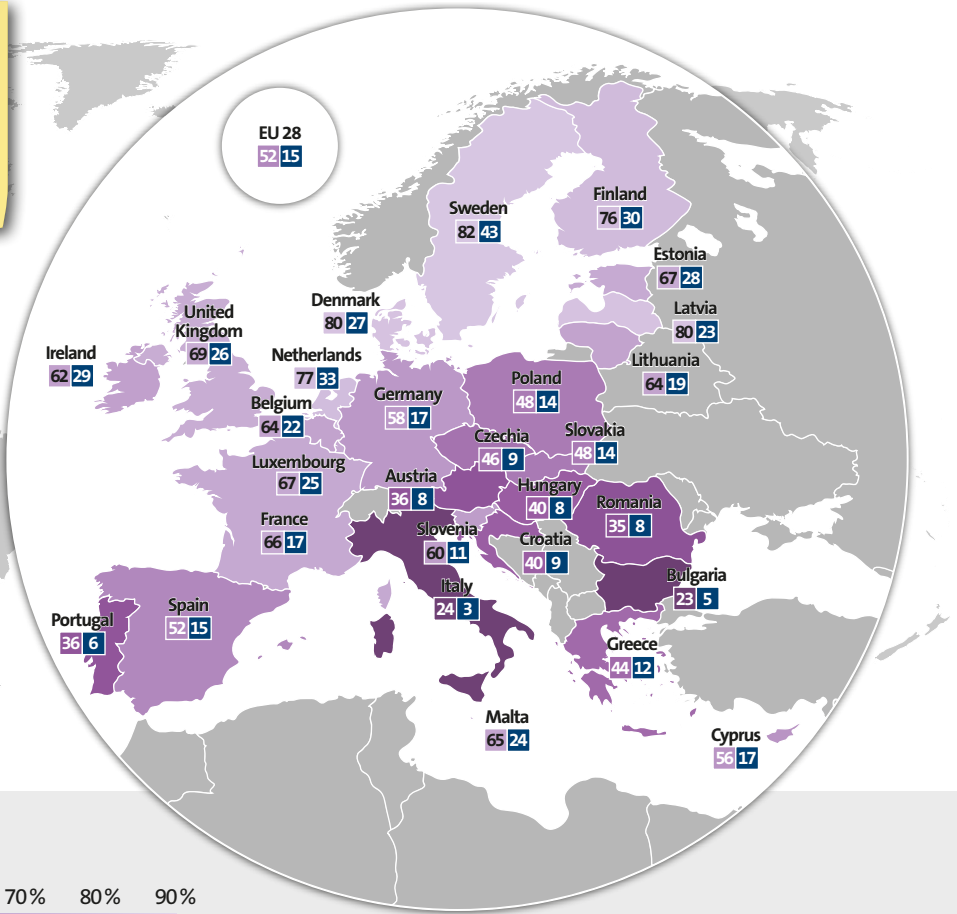
smokers use nicotine replacement products or other medical support to quit smoking, and ten percent use e-cigarettes. Only five percent try to quit smoking with the help of cessation services such as telephone quitlines. With regard to the use of smoking cessation support, there are large differences at national level.

Most member states of the European Union provide telephone quitlines as well as nicotine replacement therapy to support smoking cessation | However, in only ten countries the costs of nicotine replacement therapy are covered at least partially by health insurance schemes.



Smoking cessation support in the European Union (including the United Kingdom) | ■ yes, ■ no, ■ fully, ■ partial, ■ yes, in most, ■ yes, in some, ●●● data not reported/not available, ■ data not required/not applicable | as of: 2018

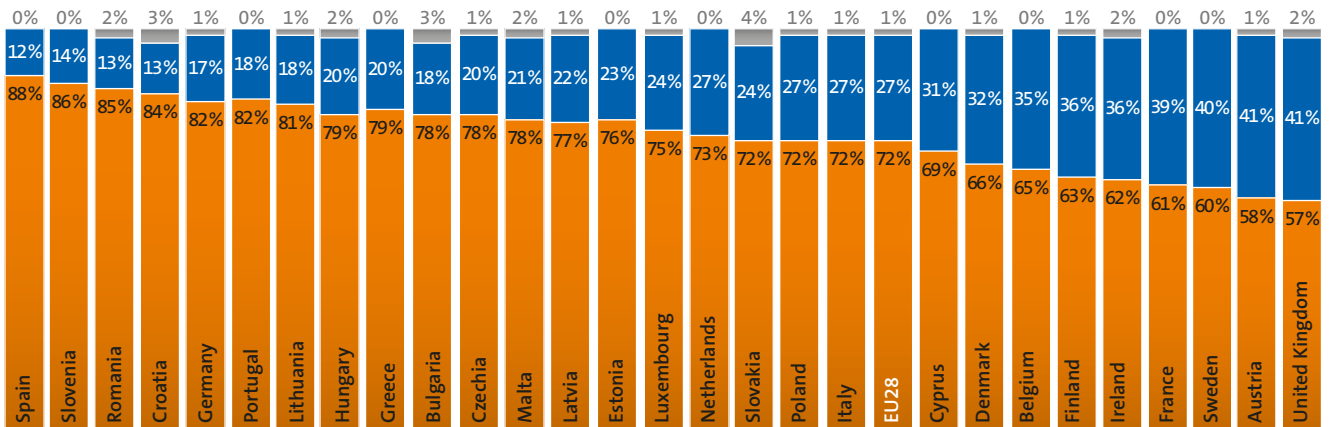
The WHO recommends all countries to provide a quitline, stop smoking services and nicotine replacement therapy as well as reimbursement of smoking cessation support.



Quit attempts in the European Union (including the United Kingdom)

20% 30% 40% 50% 60% 70% 80% 90%

of smokers have ever tried to quit smoking | ■ proportion of smokers who have tried to quit smoking within the last 12 months | data: Eurobarometer 2017



Use of assistance for smoking cessation in the European Union (including the United Kingdom) | ■ stopped or tried to stop without assistance, ■ used at least one aid, ■ don't know | EU 28: weighted average of the 28 countries | data: Eurobarometer 2017

9

Use and Regulation of E-Cigarettes in Europe

In the European Union, many people (15 percent) try out e-cigarettes once or twice or use them for a certain period of time and then stop again | Especially young people and smokers try out e-cigarettes. In the EU, regular use of e-cigarettes (daily or



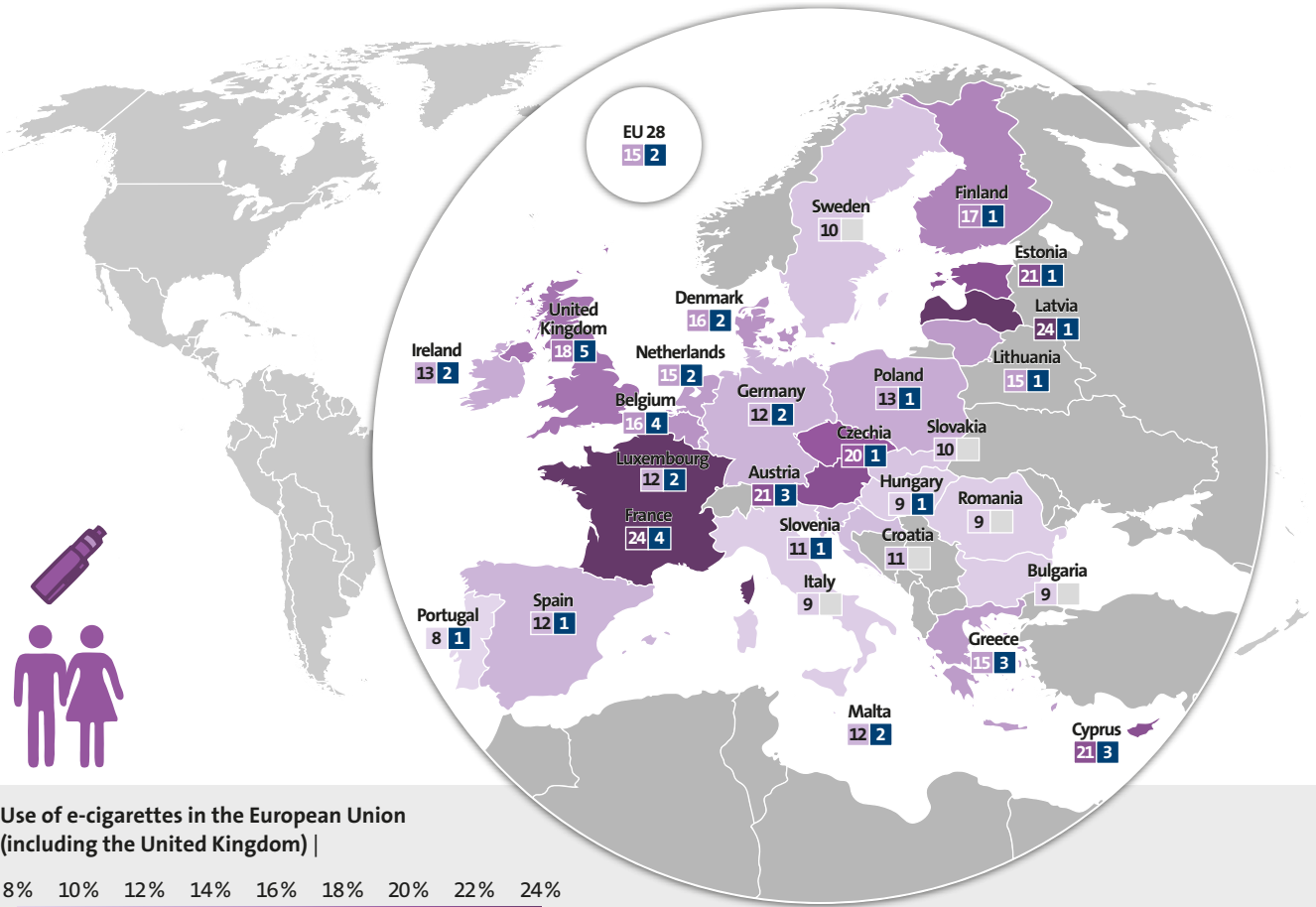
weekly use) has increased from 1.5 percent in 2014 to 1.8 percent in 2017, with large differences between countries.

Directive 2014/40/EU sets quality and safety requirements as well as rules on packaging, labelling and advertising in the EU | In the WHO European region that goes beyond the EU, Turkey and Turkmenistan ban the sale of e-cigarettes and Israel bans the sale of e-cigarettes containing more than 20 mg/ml nicotine. Several countries prohibit the sale of e-cigarettes to minors and most countries restrict the use of e-cigarettes in smoke-free environments. Some countries apply a specific tax on e-cigarettes.

E-cigarette use (ever, currently) in the European Union (including the United Kingdom) by smoking status | data: Eurobarometer 2017

Country	Ban on sales to minors	Ban on use in public places	Ban on use in vehicles where minors are present	Specific taxation	Ban on vending machines
Austria	Yes	No	No	No	No
Belgium	Yes	No	No	No	No
Bulgaria	Yes	No	No	No	No
Croatia	Yes	No	No	No	No
Cyprus	Yes	No	No	No	No
Czechia	Yes	No	No	No	No
Denmark	Yes	No	No	No	No
Estonia	Yes	No	No	No	No
Finland	Yes	No	No	No	No
France	Yes	No	No	No	No
Germany	Yes	No	No	No	No
Greece	Yes*	No	No	No	No
Hungary	Yes	No	No	No	No
Ireland	Yes	No	No	No	No
Italy	Yes	only in schools	No	No	No
Latvia	Yes	No	No	No	No
Lithuania	Yes	No	No	No	No
Luxembourg	Yes	No	No	only on new products	No
Malta	Yes	No	No	No	No
Netherlands	Yes	No	No	No	from 1 January 2022
Poland	Yes	No	No	No	No
Portugal	Yes	No	No	No	No
Romania	Yes	No	No	No	No
Slovakia	Yes	No	No	No	No
Slovenia	Yes	No	No	No	No
Spain	Yes	No	No	No	No
Sweden	Yes	No	No	No	No
United Kingdom	only in Scotland	No	No	No	No

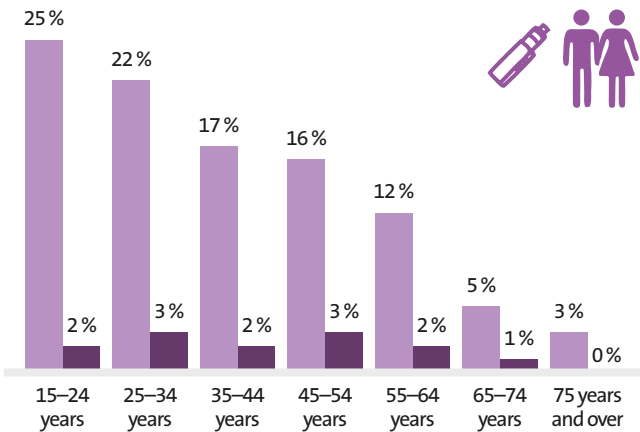
Regulation of e-cigarettes in the European Union (including the United Kingdom) | Yes (including nicotine-free e-cigarettes), Yes (nicotine-containing e-cigarettes), No, ☆ general ban on the sale of nicotine-free e-cigarettes | as of: 2020



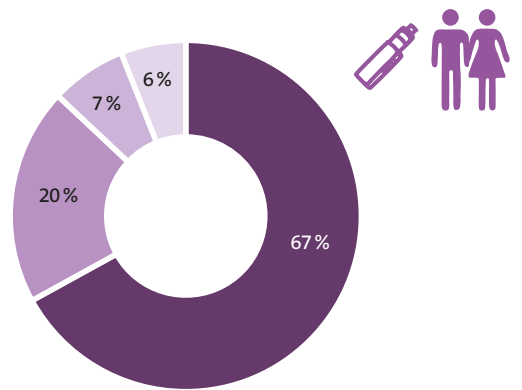
Use of e-cigarettes in the European Union (including the United Kingdom) |

8% 10% 12% 14% 16% 18% 20% 22% 24%

of respondents are currently using e-cigarettes, previously used e-cigarettes or have tried them once or twice (ever use), ■ percentages of respondents currently using e-cigarettes, □ n/a | data: Eurobarometer 2017



E-cigarette use (■ ever, ■ currently) in the European Union (including the United Kingdom) by age group | data: Eurobarometer 2017



Frequency of e-cigarette use among current users in the European Union (including the United Kingdom) |
 ● daily, ● weekly, ● monthly, ● less than monthly | data: Eurobarometer 2017

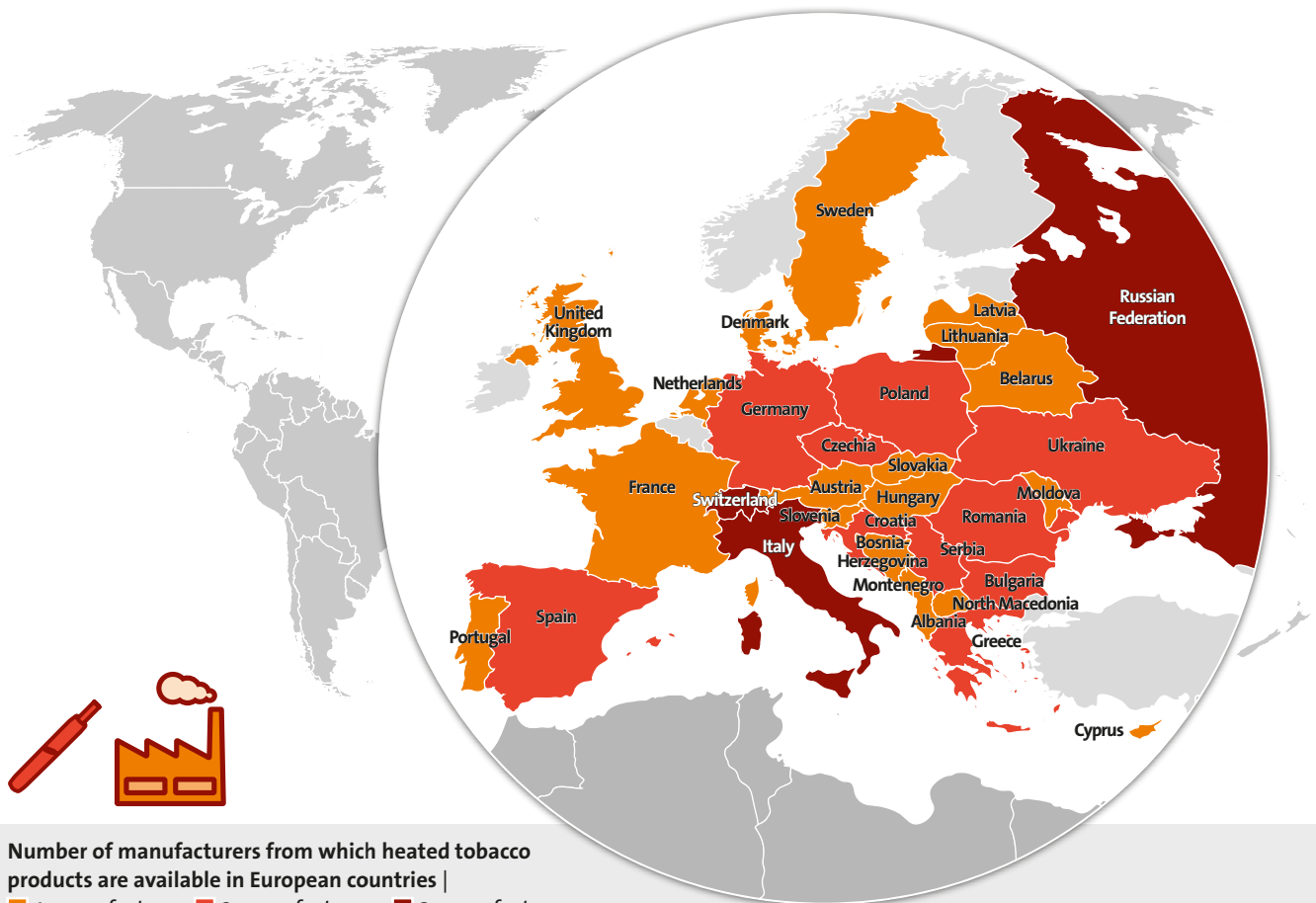
Use and Regulation of Heated Tobacco Products in Europe

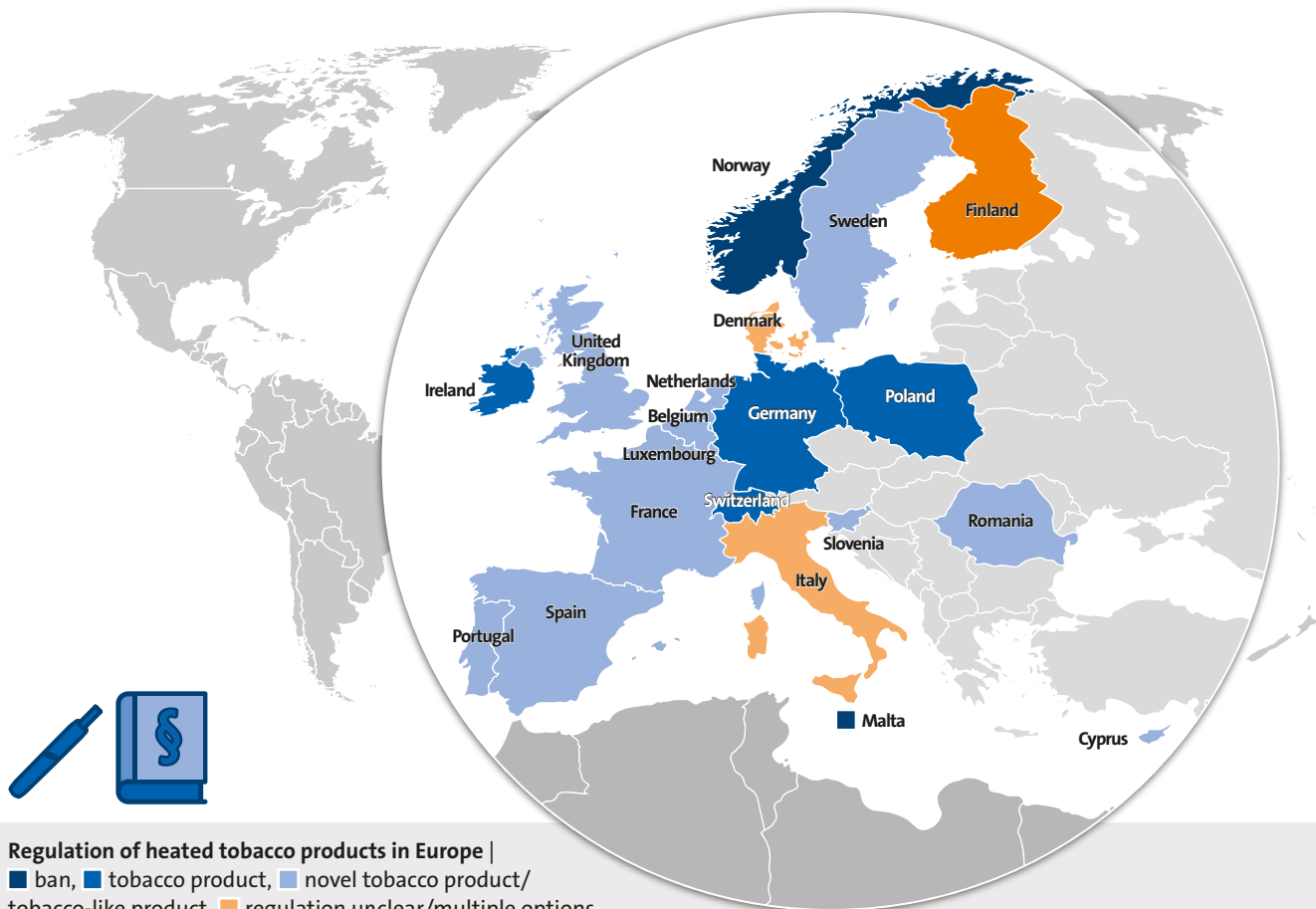
Within a few years, tobacco manufacturers have introduced heated tobacco products throughout most of Europe | The products first appeared on test markets in Italy and Japan at the end of 2014. As of August 2020, heated tobacco products from three different manufacturers are available in the majority of countries in the WHO European Region.

So far, few people use heated tobacco products | The scarce prevalence data available on the use of heated tobacco products suggests that smokers, rather than former smokers and never-smokers, seem to be interested in heated tobacco products.

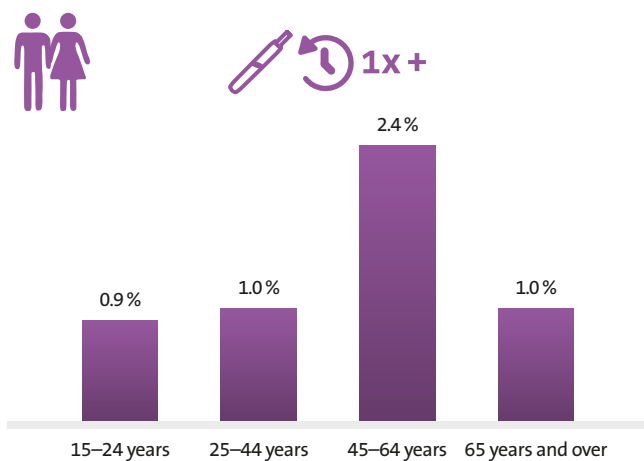
Although older adults seem to be the main users of the products, adolescents and young people also use heated tobacco products.

All provisions of the WHO Framework Convention on Tobacco Control (FCTC) apply to heated tobacco products | The Conference of the Parties to the FCTC decided at its eighth session in 2018 that heated tobacco products are tobacco products, thus all provisions of FCTC apply to them. However, the regulation of heated tobacco products differs between countries and is unclear in some European countries.

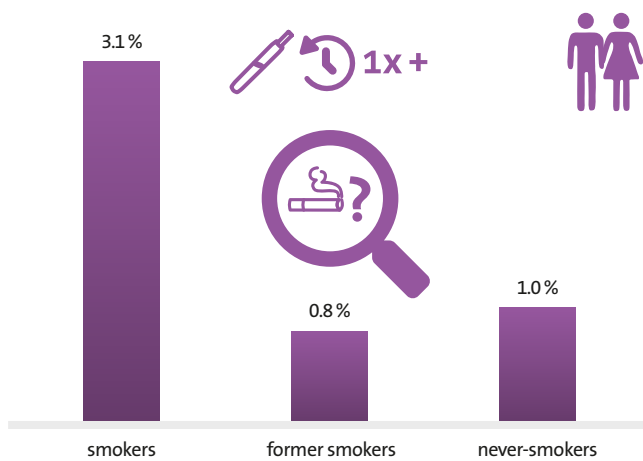




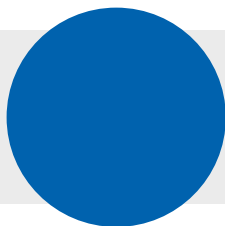
Regulation of heated tobacco products in Europe |
 ■ ban, ■ tobacco product, ■ novel tobacco product/
 tobacco-like product, ■ regulation unclear/multiple options
 for regulation, ■ no regulation, ■ n/a | as of: 2020



**Ever use of the heated tobacco product "Iqos" in Italy
 by age groups | data: 2017**



**Ever use of the heated tobacco product "Iqos" in Italy
 by smoking status | data: 2017**



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1 The Tobacco Control Scale in Europe

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Figures: Proportion of male smokers aged 15 years and over in the European Union (including the United Kingdom) in 2017 and change from 2006 to 2017 in percentage points: increase/no change, decrease | Proportion of female smokers aged 15 years and over in the European Union (including the United Kingdom) in 2017 and change from 2006 to 2017 in percentage points: increase/no change, decrease

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Figure: Trends in smoking rates from 2006 to 2017 in selected EU countries and their ranking on the Tobacco Control Scale (TCS) from 2005 to 2019

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Figure: Affordability of cigarettes in the European Union (including the United Kingdom)

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Figure: Cigarette prices in the European Union (including the United Kingdom)

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Figure: Prices in Euro of a pack of 20 cigarettes of the most sold brand and smoking prevalence rates in three member states of the European Union from 2006 to 2018

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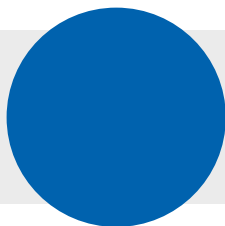
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Figures: Smoking in bars and restaurants in the European Union (including the United Kingdom) | Attitudes towards a ban on the use of e-cigarettes in smoke-free environments in the European Union (including the United Kingdom)

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Cigarette packs in Germany in compliance with the EU Directive and plain packaging for cigarettes in France

Photos: © German Cancer Research Center

Figure: Packaging of liquid pods for an e-cigarette and of tobacco sticks for a heated tobacco product in accordance with the EU Directive as well as plain packaging of the same products in Israel

Photos: © German Cancer Research Center, Unit Cancer Prevention (European products) | © Shira Kislev (Israeli products)

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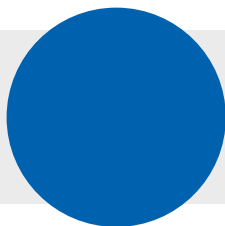
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Figures: Awareness of e-cigarette advertising in the European Union (including the United Kingdom) | Attitudes towards a ban on displaying tobacco products at the point of sale (display ban) in the European Union (including the United Kingdom)

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Figure: Ever use of the tobacco heater “Iqos” in Italy by age groups | Ever use of the tobacco heater “Iqos” in Italy by smoking status

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