

UKVIA

UK Vaping Industry Association



UKVIA

UK Vaping Industry Association

UKVIA Industry Recognition Awards 2022

Sponsored by



Preventing Youth Access
to Vaping Award

WINNER



Annual Report 2022

Tackling the tough issues to reap the public health rewards that vaping can bring



Introduction from John Dunne, Director General, UKVIA

“This has been a very exciting and challenging year for the UK vaping industry and while there are many great opportunities on the horizon, there are also many big issues which we must tackle head on.

Without a doubt, the independent review by Dr Javed Khan into the government’s ambition to make England smoke-free by 2030 highlighted many of the opportunities and I was delighted that it took such a positive view of vaping.

The report – ‘Making smoking obsolete’ – said it was critical that the government promotes vaping to smokers as a far better alternative to cigarettes.

In fact, it warned that unless the government embraces the promotion of vaping as an ‘effective tool to help people quit smoking tobacco’ then the smoke-free ambitions will be missed.

Dr Khan estimated that the deadline would be missed by seven years (with the poorest areas in the country taking 14 years to become smoke-free) unless the government takes drastic action.

Our Forum 2022 conference heard that the modern vape devices produced by the industry are hugely popular with smokers and have the potential to secure a smoke-free future for our country.

But there were also warnings that far too many smokers are failing to switch to an alternative that is 95% less harmful than cigarettes because of the scare stories in the media that make them believe that vaping is just as bad as smoking.

This misinformation is literally costing lives and we must work harder than ever to ensure that we counter these dangerous and irresponsible stories.

The recent Office for National Statistics (ONS) report ‘Adult smoking habits in the UK: 2021’ highlights just how vital it is that we communicate the true facts about the relative harms of smoking and vaping.

The report said vaping had played a ‘major role’ in bringing UK smoking rates down to an all-time low of just 13.3% and we must capitalise on this success.

The same report said vaping was at a record high of four million, so if we can tackle the misinformation which is stopping smokers from switching, there is no reason why we can’t aim for five million vapers by this time next year.

Then we must keep going until the country really is smoke-free and we most certainly can’t wait until 2044 for this to happen.

Adam Afriyie MP, the Vice-Chair of the APPG for Vaping, told our Forum that smoking costs the NHS £2.5bn and leads to 75,000 premature deaths every year.

He struck a chord with me when he said that vaping had helped make the UK a ‘world leader in harm reduction’ and added: “The vaping industry is now part of, not the tobacco industry, but of the vanguard of public health.”



The enormous public health potential offered by the vape industry was highlighted at the Forum with the release of the first ever Economic Impact Report into the UK's vaping industry.

Not only did the UKVIA-commissioned report find that the industry was directly responsible for creating more than 8,000 full-time equivalent jobs and added £400m to the economy, it also highlighted the massive public health benefits that vaping has provided.

The Centre for Economics and Business Research (Cebr) report highlighted that the health service saved over £320m in just one year (2019) because of the health improvements resulting from smokers switching to vaping.

That level of savings could pay for almost 10,000 new nurses and, if we can encourage just 10% more smokers to switch, then the NHS could potentially save another £140m.

So yes, the vaping industry is undoubtedly part of the 'vanguard of public health' and we should be very proud of that fact.

But our industry is under scrutiny like never before and we must tackle the big issues such as under-age vaping, the environmental impact of disposable devices and the massive influx of fake and illegal imports.

Any one of these issues has the potential to see regulators clamp down hard on vaping and the fact that they are all happening at once, demonstrates that it is crucial that we get our house in order without delay.

Many of our members are working hard to tackle these issues but we need the entire industry to demonstrate that we have viable solutions to these major obstacles which could prevent us from meeting our full potential to deliver the best smoking alternative ever invented.

At the Forum we debated many potential solutions to these problems including a vape licensing scheme, punitive financial penalties for those who sell to minors or trade in illegal or counterfeit products and stronger enforcement of existing laws – measures for which the UKVIA has vigorously advocated over the last year.

When it comes to disposing of used vape devices, this is an issue that we cannot ignore and every manufacturer, distributor and retailer must ensure they fully comply with the law.

The Forum panel discussion on sustainability was told that we must take the lead in coming up with solutions for these big issues and I couldn't agree more. Waiting for the regulators to step in and make those decisions for us is not an option.



Finally, I want to take this opportunity to thank all of the UKVIA members for the amazing work they have done in 2022 and I am sure that 2023 will be just as demanding, if not even more so.

We continued to grow throughout the year, adding new members in all our categories, and it is fantastic that we have such a diverse and vocal membership base which does so much to support the UK vaping industry.

The Year in Focus

JAN22

The UKVIA welcomes news that more local authorities are offering dedicated services to help smokers quit but warn that vaping must be included as part of those offerings.

FEB22

Westminster Hall debate is told that it is 'critical' that the Office for Health Improvement and Disparities continues to be 'a stalwart champion of tobacco harm reduction'.



MAR22

The UKVIA has commissioned the Centre for Economics and Business Research (Cebr) to undertake the most comprehensive assessment to date of the vaping industry's contribution to the British economy.

APR22

VApril, the world's biggest and most successful campaign targeting the UK's 7m smokers to help them quit through vaping is launched for its fifth year.



MAY22

Vaping industry urges Scotland to rethink 'damaging' new regulatory measures for e-cigarettes.

JUN22

The UKVIA was at The World Vape Show in Dubai where our Director General John Dunne was networking and moderating a packed schedule of talks with industry leaders from around the world.





JUL22

The UKVIA has produced a consultation response to the European Union’s evaluation of the legislative framework for tobacco control.



AUG22

The lack of support for vaping in a just-published plan to reduce smoking rates in Wales, has been described as ‘a huge missed opportunity’ by UKVIA Director General John Dunne.



SEP22

Ahead of the Government’s annual month-long Stoptober quit smoking campaign, UKVIA Director General John Dunne called for Government to lead ‘more ambitious communications campaigns’ to remind adult smokers that vaping poses a fraction of the risk of cigarettes.



OCT22

Vaping is confirmed as at least 95% less harmful than smoking according to new evidence review from the Office for Health Improvement and Disparities (OHID), building on work done since 2015 by its predecessor Public Health England.



Office for Health Improvement & Disparities



NOV22

The UKVIA’s largest ever B2B conference takes place at the QEII Centre in Westminster. The UKVIA also stages its first ever Industry Recognition Awards.



DEC22

The findings of the vaping industry’s first ever Economic Impact Report, conducted by the Centre for Economics and Business Research, are shared with parliamentarians and the media.



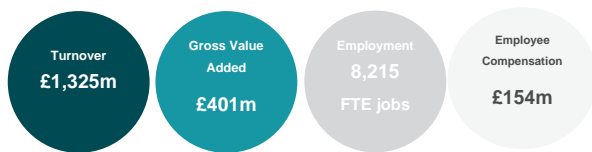
It's official! Vaping provides major economic boost for the UK

The UKVIA commissioned the Centre for Economics and Business Research (Cebr) to produce a report on the economic contribution generated by the vape industry on a national and regional level.

The report will help guide the UKVIA's activities over the coming year and it is hoped that the invaluable data it has provided will also be used by the industry, legislators, regulators, academics and the media.

In 2021, it is estimated that the vaping industry directly contributed:

Figure 1: Direct impacts, 2021



In fact, anybody with a desire to learn the true value of the UK vape industry, at a national and regional level, is welcome to use this authoritative and evidence-based report.

The report considered the direct economic contributions made as well as its wider economic footprint from indirect and more wider spending.

Cebr also reported on the wider socio-economic benefits of smokers switching to vaping and explored the associated cost saving to the NHS.

Finally, it captured many of the trends in vaping over a five-year period from 2017 to 2021.

By combining the direct economic contributions with the demand supported along the supply chain of the vaping industry and employees spending their earnings in the wider economy, it is estimated that in 2021 the UK vaping industry supported an aggregate footprint of:

Figure 2: Aggregate impacts, FY 2021



Key findings

- **The Cebr report highlights a flourishing, multi-billion pound industry which has positive impacts on employment, the NHS and the nation's health**
- **As record numbers of smokers switched to vaping, the industry's aggregate turnover was valued at £2.8bn last year**
- **Almost 18,000 full time equivalent jobs in retail, manufacturing and the wider supply chain are supported by the sector**
- **Smokers switching to vaping are estimated to have resulted in a cost saving to the NHS of over £300m in 2019 alone and**
- **The UK vape industry contributed revenues of £310m to the Exchequer through taxation in 2021.**

Wealth

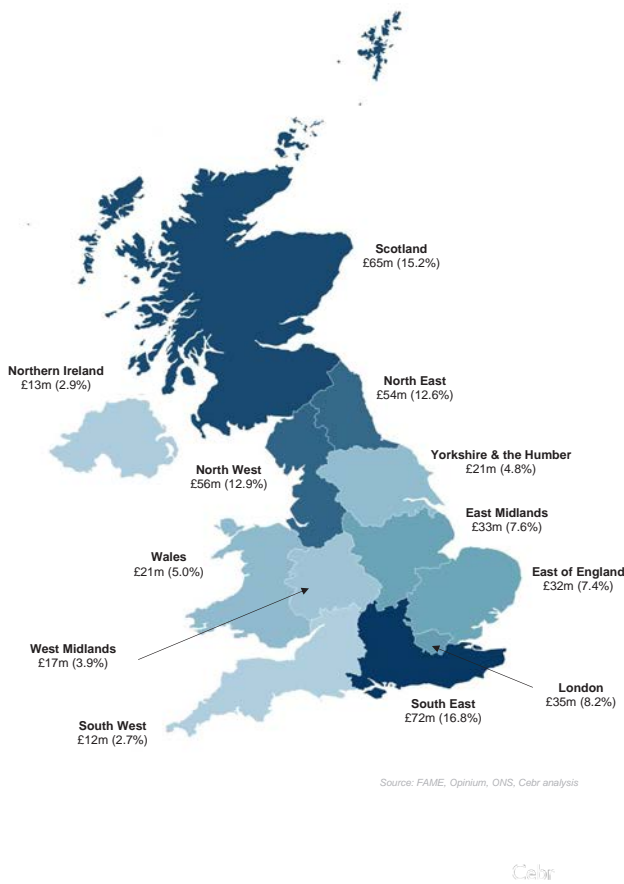
Whilst the High Street has generally suffered in recent years, vape retail stores have bucked the trend and have grown to represent one of the biggest growing sectors in this area.

As a whole, turnover within the UK vape sector grew by 23.4% from 2017 to 2021, an increase of £251m, and stood at £1.325bn last year alone.

When indirect economic benefits such as supply chain support and the spending power of vape sector workers is factored in, the economic impact more than doubles to £2.8bn.

This is how much money the UK vape industry directly contributed to the economy (Gross Value Added) in 2020.

Figure 23: Regional breakdown of GVA directly contributed by the UK vaping industry, £ million, 2020



Employment

The number of people directly and indirectly employed in the vape sector - such as those employed elsewhere in the supply chain - was 17,700 in 2021.

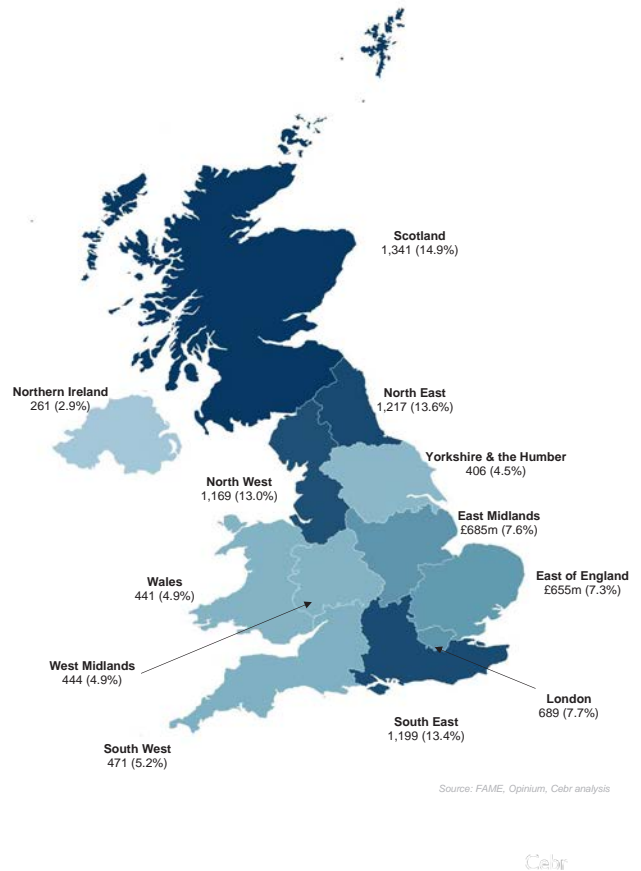
Health

Cebr's report estimates that the total saving in healthcare costs associated with smokers switching to using vaping products was £322m in 2019.

The gain in 'economic productivity' associated with smokers switching to using vaping products was estimated to be £1.3bn in 2019, which, according to the study, would increase to £3.33bn if 50% of remaining UK smokers switched to vaping.

These are the number of full-time equivalent jobs directly contributed by the UK vaping industry on a regional basis for 2020.

Figure 24: Regional breakdown of employment directly contributed by the UK vaping industry, FTE, 2020





UKVIA Vaping Industry Forum 2022: Vaping for a Better Future

The Forum had the theme of ‘Vaping for a Better Future’ and was held at the QEII Centre, Westminster, on Friday November 18, 2022.

It attracted a record number of 280 delegates which included representatives from all sectors of the industry, MPs, government departmental advisors, local government representatives, public health professionals, a senior policy advisor from DEFRA and members of Trading Standards.

It built on the successes of previous events and was the most significant Forum to date as it explored how the UK’s vape sector could maximise its impact on public health, the economy and society.

MPs Mark Pawsey, the Chair of the All-Party Parliamentary Group for Vaping and Adam Afriyie, the Vice-Chair of the APPG, both praised the work of the UKVIA and its members and highlighted the need for the industry to keep engaging with politicians and regulators.

The Forum attracted speakers from around the world and included global health and tobacco harm reduction experts, lawyers, government advisors, scientists, advocates, respected industry figures, economists and leaders from the retail sector.

Discussions centred on addressing some of the biggest issues affecting the industry such as youth vaping, compliance and enforcement, environmental impact and the growth of counterfeit and illegal products flooding the country.



The Forum also incorporated a vaping celebration dinner and the inaugural Industry Recognition Awards in the evening.

The awards were held to recognise those individuals and organisations who have done so much to promote and progress the sector.

They recognised people, both inside and outside the industry, and vape organisations who have made a significant contribution to the industry.



The full list of Industry Recognition Awards winners is as follows:

Most Supportive Parliamentarian: **Mark Pawsey – Chair of the APPG for Vaping**

International Vaping Award (sponsored by ANDS): **Independent European Vape Alliance (IEVA)**

Best Non-Vaping Media Outlet Report (sponsored by JBP): **ITV for their report on raids on retailers selling illicit vape products**

Sustainable Vaping Award (sponsored by Waste Experts): **Riot E-Liquid**

The Vaping Regulations Enforcement Award (sponsored by GeekBar): **The Medicines and Healthcare products Regulatory Agency (MHRA)**

Preventing Youth Access to Vaping Award (sponsored by Arcus Compliance): **1account**

Best Marketing/PR Campaign in the Vaping Industry (sponsored by World Vape Show): **Riot E-Liquid**

Most Supportive Public Health Professional (sponsored by VPZ): **Dr Anita Sharma**

Outstanding Industry Service Award: **John Dunne, Director General UKVIA**

Best Innovation in the Vaping Industry (sponsored by VPZ): **FEELM**



Huge step forward for tobacco harm reduction – The Khan Review

'Making smoking obsolete', the independent review by Dr Javed Khan into the government's ambition to achieve a smoke-free England by 2030, said it was 'critical' that the government promotes vaping to smokers as a far better alternative to cigarettes.

As part of its 'levelling up' agenda, the Government tasked former Barnardo's CEO Javed Khan OBE with carrying out a root and branch review of current Tobacco Control policies to support its ideal of making smoking 'obsolete'.

The UKVIA welcomed vaping's recognition not just for the crucial role it currently plays in helping smokers to quit, but for the huge potential it has for tobacco harm reduction in years to come.

In his review Dr Khan warned that without further action, England will miss those smoke free targets by at least seven years and that the Government must implement four 'critical recommendations' including the promotion of vaping.

He said: "The Government must embrace the promotion of vaping as an effective tool to help people quit smoking tobacco. We know that vaping is an extremely effective quit tool.

"We need to do more to promote its use in quitting, while also doing more to protect children and young people from starting to vape."

As an association, the UKVIA provided evidence for the review including a comprehensive set of proposals setting out how vaping can:

- Be the number one tool to help people quit smoking for good
- Be one of the central planks for the levelling up agenda and
- Get the ambitious smoke free 2030 aspirations back on track.

John Dunne said: "As an association we couldn't agree more with this report's stark message for the Government which is that, without immediate action, it will miss its smoke free targets by seven years.

"The NHS tells us that around 78,000 people in the UK die every year from smoking, with many more living with debilitating smoking-related illnesses, so the time for inaction is over.

"Dr Khan unambiguously states that one of the critical ways the Government can get its ambitions for a smoke free society back on track is through

greater promotion of vaping and the UKVIA, which represents vaping organisations including retailers, manufacturers and distributors, will do everything we can to support this."



The UKVIA has long advocated for many of the conclusions cited in the Khan Review including:

- Offering vaping as a substitute for smoking, alongside accurate information on the benefits of switching, including to healthcare professionals – the UKVIA has already set up an online healthcare hub for this purpose
- The 'need to invest in a well-designed mass media campaign to help create a smokefree culture, while encouraging smokers to quit' and 'to support and dismantle myths about smoking and vaping'
- Asking the government to accelerate the path to prescribed vapes and
- To prevent children and young people from vaping, including banning child-friendly packaging and descriptions – the UKVIA has produced packaging, labelling and flavour name guidelines for the government to adapt into existing regulations.

"One of the things we hear again and again is that people who switch from smoking to vaping are just swapping one bad habit for another, which simply isn't true," continued John Dunne. "So, any plans for mass media campaigning to dismantle myths about smoking and vaping are hugely welcome and something we have long called for.

"The UKVIA will, of course, work tirelessly to ensure our voice is heard in all the right places so that we can develop those opportunities to bring about the real change required to maximise the potential of vaping, whilst simultaneously discouraging youth uptake."

VApril 2022

The fifth annual month-long VApril event was the most successful to date and saw record levels of engagement and activities aimed at helping adult smokers quit.

VApril, which is now rolled out across the world, was launched to provide inspiration, support, guidance and strategies to help smokers begin their smoke-free journey and this year's campaign was the biggest yet.

The campaign prides itself on providing smokers with everything they need to know about vaping so that they can cut through the negative misinformation in the mainstream media and make informed decisions about whether it is right to help them quit.

Many smokers desperately want to give up but often need that little extra push to get them over the line and the annual VApril campaign successfully does just that, year after year.

In a first for VApril, a paid for social media campaign was introduced to extend its reach even further and this generated more than 100,000 views of promotional videos featuring a former smoker telling his story about how vaping changed his life for the better, and Dr Anita Sharma who dispelled some of the popular myths on vaping which feeds the misinformation in the media.

Year-on-year, new users to the VApril website were up 70% and the campaign's marketing assets were downloaded by 150 members, vape businesses and trade associations around the world.

A parliamentary reception was held to celebrate the ongoing success of VApril, where guests including parliamentarians, industry representatives, think tanks, research specialists and smoking cessation experts heard from Mark Pawsey MP, Chair of the All-Party Parliamentary Group for Vaping and John Dunne, Director General of the UK Vaping Industry Association.

VApril was also supported by vape retailers up and down the country who were only too happy to share their specialist knowledge and advice to help smokers find the very best vaping solutions to meet their individual needs.

Doug Mutter, a director at VPZ, the UK's largest independent chain of vape shops described VApril as "the vaping industry's flagship opportunity to come together and demonstrate our unity and togetherness when it comes to vaping advocacy".

Your smoking habits

As a starting point for smokers, who are new to vaping, it's important to let the retailer know what you're smoking habits are, so they can give the best advice.





Social smoker
Once or twice a week



Light smoker
less than 10 cigarettes per day



Average smoker
Up to 20 standard strength cigarettes per day



Heavy smoker
More than a full packet per day

Select the best nicotine strength

It's key to select a nicotine strength in line with your smoking habits to give yourself the best chance of a successful quit.



3mg
Social smoker



6mg
Light smoker



12mg
Average smoker



18mg
Heavy smoker

VAprilTM

2022

Vaping Awareness Month

UKVIA – representing the UK vaping industry at home and abroad throughout 2022

Here are just some of the wide and varied events where the UKVIA was represented around the world during the past 12 months.

We connected with vapers, industry leaders, existing members and potential new members at the Vaper Expo UK events which were held in May and October at the NEC in Birmingham.

John was helping build UK and US relations when he joined hundreds of industry leaders for the Global Tobacco and Nicotine Forum 2022 in Washington DC.

Whilst there he met with Adam Afriyie MP and VTA Executive Director Tony Abboud.



In June, Director General John Dunne was in Dubai to attend the World Vape Show where he was a keynote speaker and also moderated many of the panels.

Also in June, the UKVIA was represented at the Global Forum on Nicotine (GFN) in Warsaw, Poland.

The theme of the conference was all about ‘Tobacco Harm Reduction – Here for Good’ with speakers exploring the future use of safer nicotine products and their role in tobacco harm reduction.



The Director General was also in the US in September where he was a guest speaker at the New Approaches to Tobacco Control 2022

Summit at the Harvard Club of NYC which was held as part of UN General Assembly Week.



In December John warned that vape brands who fail to act responsibly were in danger of killing the industry.

He was speaking to an audience of more than 1,000 vape company executives in Shenzhen, China, during the ECCC Annual Work Conference.

In a recorded address beamed onto a giant screen, Dunne said targeting young people, illegally using social media influencers – especially on non-age gated platforms, like TikTok – and failing to deal with the environmental impact of disposables were all ‘real key threats’ facing the industry.



He also welcomed China-based 2Firsts, an online news service and strategic partner to the Chinese ECCC, to the UKVIA’s London offices to discuss expanding UK and China industry relations and to discuss joint projects for the coming year.



John also represented the UKVIA at The E-Cigarette Summit which took place in London at The Royal College of Physicians in December.

Throughout the year John was interviewed both at home and abroad for newspapers, TV, radio, magazines, online publications and webinars.

These included a feature on tackling youth vaping on BBC Radio Ulster where John promoted the UKVIA’s call for increased fines for retailers caught selling to minors; a BBC Radio 4 podcast which focused on vaping; a vaping webinar organised by Voice of Vapers Bangladesh; discussing a pilot scheme to give smokers vaping vouchers on GB News and many more.

UKVIA helps shape future vaping regulations



European Union

In June, the UKVIA responded to the European Union's call for evidence in its evaluation of the legislative framework for tobacco control.

In its response, the UKVIA made the following key points:

- there is an extremely strong body of evidence and independent expert analysis demonstrating that vaping is far safer than smoking combustible tobacco and an extremely effective way to support adult smokers to quit smoking and reduce cancer rates;
- the opportunity should be taken to deliver policies which support adult smokers to switch, grouped around:
 - how misinformation about the relative risks of vaping and smoking is tackled, to give consumers and medical experts a much better understanding of the data;
 - how product quality and safety standards are strengthened across the industry; and
 - supporting online vape retailers with outreach to adult smokers looking to switch;
 - the ongoing need for effective design and enforcement of rules and
 - standards more broadly, including on advertising;
 - proposals for more research into key areas, such as on bottle size limitations.

The consultation response questioned that if the EU is committed to reducing harm caused by combustible tobacco, further understanding of the public health opportunities presented by e-cigarettes at EU level is essential and progress must be much faster.

The submission built on the number of recommendations the UKVIA made to the UK Government during the post-implementation review of the Tobacco and Related Products Regulations. It also drew on the Khan Review, highlighting the policies advocated by the government-commissioned review.



Scotland

In February, the Scottish government asked for views on its proposals to tighten the rules around advertising and promoting vaping products.

These included proposed bans on e-cigarette advertising on billboards, buses, leaflets and flyers, as well as in-store promotional displays; free distribution; brand-sharing; and sponsorship agreements. In doing so it would establish an entirely separate regulatory environment in Scotland from the rest of the UK.

The Scottish Government had cited concerns regarding the long-term risks of vape products and increased youth and never-smoker access, despite evidence that rates of vape users in this demographic remain low.

The UKVIA's view was that while the Scottish Government has accepted that vape products

are a valuable tool to help smokers looking to quit, their approach paradoxically conflates the relevant risk of e-cigarettes and combustible tobacco, detrimentally impacting the industry's ability to communicate the range of products available to smokers looking to quit.

When the result of the consultation was published the UKVIA said it left more questions than answers and urged the Scottish Government to go back to the drawing board because there was no majority support for the proposals.

Many proposals put forward by the Government generated 50:50 responses and a number resulted in more respondents disagreeing than agreeing with them.

A higher proportion of respondents fed back that the proposed policy to tighten advertising and promotional rules for vaping would have a negative impact on individuals (50.5% who felt it would, versus 36.9% who didn't.)

UKVIA Director General John Dunne said: "Following the consultation, we now have a situation where the industry, smokers and vapers are unclear on the future of vaping in Scotland.

"Following the feedback, we hope that the Scottish Government sees sense and goes back to the drawing board on their proposals, listens to the experts and speaks to the millions of adults no longer smoking.

"It is pleasing to see that when delving deep into the responses, individuals and groups offered strong rebuttals to the more than not illogical and counterproductive recommendations. In its current drafting, these proposals are deeply ill-advised risking the public health potential of vaping."

Reaffirmed - vaping is still 'at least 95% less harmful than smoking'

The OHID, formerly Public Health England (PHE), said smoking was 20 times more harmful than vaping – a statistic which has remained unchanged since Public Health England carried out its first evidence review in 2015.

The UKVIA welcomed the first vaping evidence review published by the OHID and challenged those who doubt vaping's harm reduction potential to think again.

Director General John Dunne said: "It's good to see that the experts involved in this latest review stand by the estimates that vaping is 'at least 95% less harmful' than combustible tobacco and that it 'poses only a small fraction of the risks of smoking'.

"Particularly welcoming is the evidence that indicates significantly lower relative exposure from vaping compared to smoking in biomarkers that are associated with the risk of cancer, respiratory conditions, cardiovascular conditions and other health conditions which lead to tens of thousands of deaths every year, not to mention the high levels of those suffering from debilitating smoking-related illnesses."

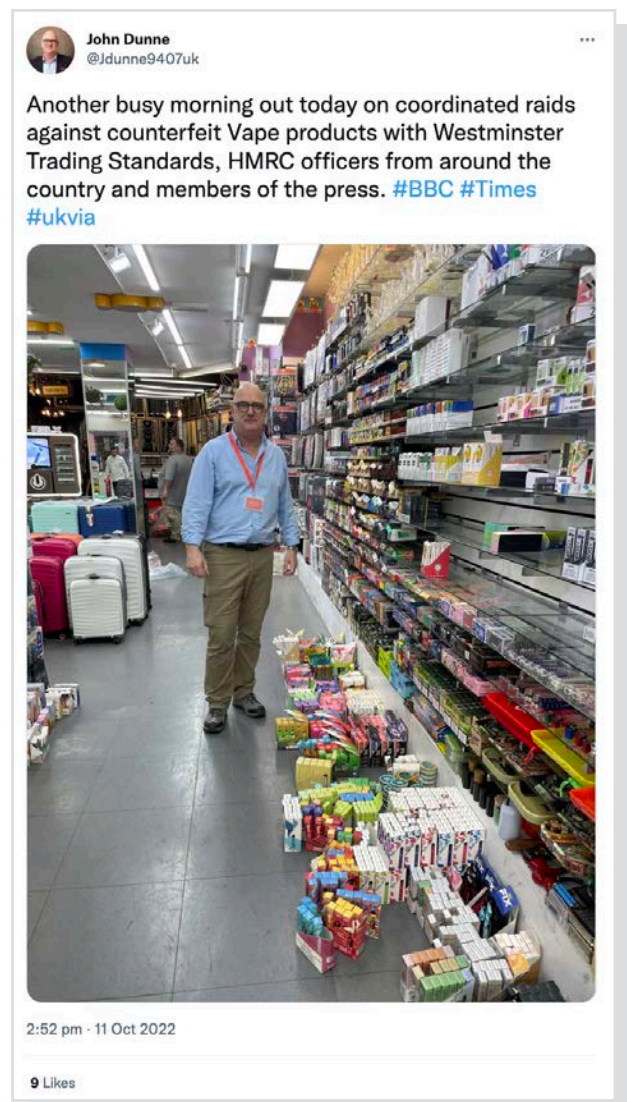
UKVIA in the media

The UKVIA made headlines throughout 2022 in national, regional, trade, consumer and local press as well as on radio and television.

Director General John Dunne accompanied Trading Standards officers on a number of high-profile raids which saw record numbers of counterfeit and non-compliant products taken out of circulation.

One raid which took place in London in April saw so many vaping devices confiscated that the haul required 43 large sacks to bag it all up and the estimated value of the products was more than £100,000.

October saw a number of co-ordinated raids targeting counterfeit vapes across the country. Here John is pictured at one such raid where a large quantity of illegal products was seized by members of Westminster Trading Standards officers.



The clampdown on illegal vape sales also resulted in national TV coverage for the UKVIA when John was interviewed by ITV News for a segment on illicit vaping devices.

UKVIA
@Vaping_Industry

This morning our Director-General John Dunne (@Jdunne9407uk) was interviewed by ITV to talk about disposable vaping products and the cooperation between the UKVIA, Trading Standards and the MHRA.

Watch this space!



1:00 pm · 25 Apr 2022

2 Retweets 8 Likes

UKVIA
@Vaping_Industry

Last week our Director-General John Dunne, took part in an ITV News interview on illicit vaping devices, after taking part in raids with Trading Standards.

Watch the full interview here:



2:05 59 views

10:00 am · 17 May 2022

2 Retweets 5 Likes

The publication of the UKVIA-commissioned Economic Impact Report into the UK vape industry also made headlines as it revealed – for the first time – the financial contribution that the sector generates for the country’s economy on a national and regional level.


betterRetailing.com

OPINION: UKVIA launches report into vaping’s economic impact – John Dunne, director general, UKVIA

The most popular spending avenue for vapers remains physical vape shops at 33%

By betterRetailing
14 October 2022 · 2 mins read

Become a member to save this article




The Oldham Times

News Latics Sport Announcements Local Events More

Vape industry report finds Oldham among top for employment

2nd December 2022



By Jack Fifield
Community Reporter
@jackfifield

Share f t in 0 Comments

A report, commissioned by the UK Vaping Industry Association, has measured the economic impact of the vaping industry on the UK.

VAPE BUSINESS

UKVIA commissions economic impact report for vape industry

March 23, 2022

The UK Vaping Industry Association (UKVIA) has appointed the Centre for Economics and Business Research (CEBR), one of the UK’s leading economic consultancies, to undertake the most comprehensive assessment to date of the vaping industry’s contribution to the British economy.

Over the next few months CEBR’s economic impact analysis will collate data regarding the vaping industry’s direct contribution to the economy in terms of GVA, turnover and employment as well as the sector’s indirect and induced impact arising from the wider supply chain and the earnings generated for and spent by the industry’s employees.

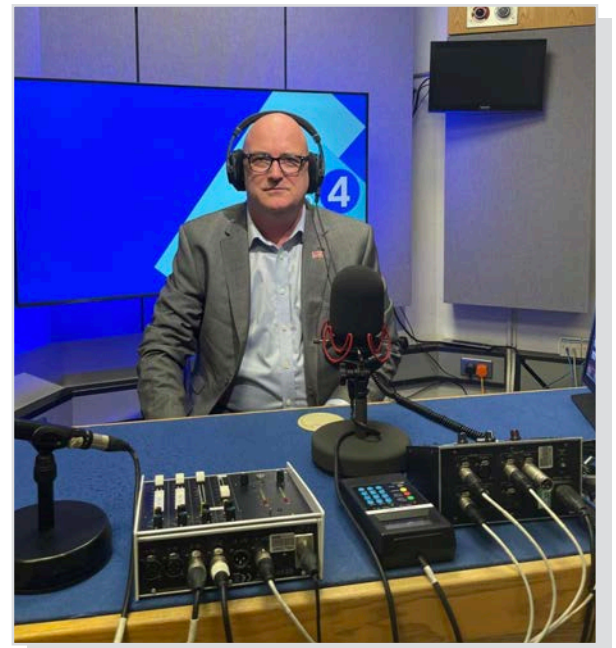


VApril 2022 was another huge success as the month-long vape awareness campaign reached a record audience in both the UK and abroad.

For the first time it was backed up by an extensive social media campaign which included an animated five-step guide to help smokers successfully transition from cigarettes to vaping.

The UKVIA Forum and Industry Recognition Awards (already covered in this Annual Report) were also picked up by the media, both in print, online and on social media.

It was the biggest and most comprehensive Forum to date which attracted a record number of delegates and expert speakers from around the world.

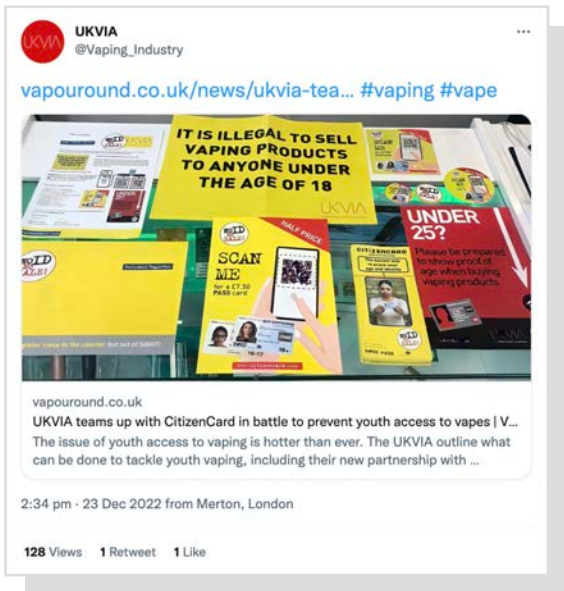


The UKVIA was also in the news when it teamed up with CitizenCard in a new initiative to clamp down on underage access to vaping products.

CitizenCard, a non-profit, UK-wide issuer of Home Office-approved proof of age and ID cards, also runs a retail programme called 'No ID, No Sale!' which provided free information packs to retailers reminding them that it is illegal to sell tobacco products to those under 18.

In an industry first, CitizenCard in partnership with the UKVIA, has customised its retail packs so that the word 'vaping' replaces 'tobacco', making it clear that customers looking to buy vape goods will also be ID checked.

Feedback from UKVIA members was 100% positive



In December, the UKVIA was in the news again when Director General John Dunne was named Vape Advocate of the Year in the annual EcigClick Vape Awards 2022.



John was also named Advocate of the Year in the prestigious international 2022 Vapouround Awards in May.



Membership of the UKVIA moves close to the 100 mark

Membership continued to grow in 2022 and is just a few short of the 100 member milestone. New members joined across all categories including full, associate membership, retail stores and business classified.

New full members

Acme Vape
 Alchem Europe SA
 Eco Vape
 Geek Bar
 iBreathe
 Hongfu
 AMYOOZ HK Ltd
 Airscream UK
 Vape UK
 AKS Holdings



New Associate Members

Tidal Vape
 Aquios Labs
 Love Flavours
 Shenzhen Borui Biotechnology
 Zinwi
 Vapes Bars
 Phoenix 2 Retail
 Dr. Vapes
 Galaxy Connect Ltd

New Retail Members

SMKD
 Vape Kit
 Scotvapes
 Cloud City Vapes
 Toot Vapor
 Vape & Juice Ltd

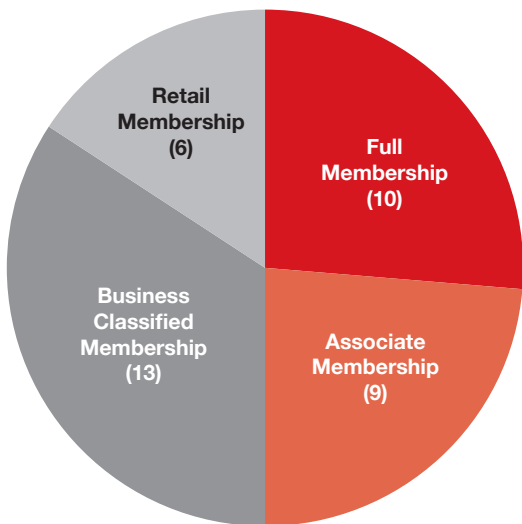


New Business Classified Members

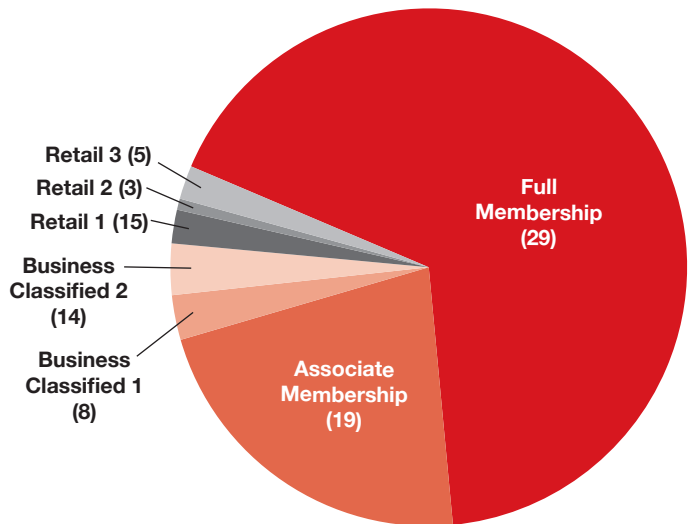
JCIC International
 WorldNet Payments
 Viaduct Generation
 HYTE Vape
 A.S.H. Plastics
 iPure
 Element Testing
 TipTop Logistics
 WTC Logistics
 World Pay
 Joyful & Easy (Miso Group)
 Trade Marketing Europe
 Dalal Enterprises



New members who joined in 2020

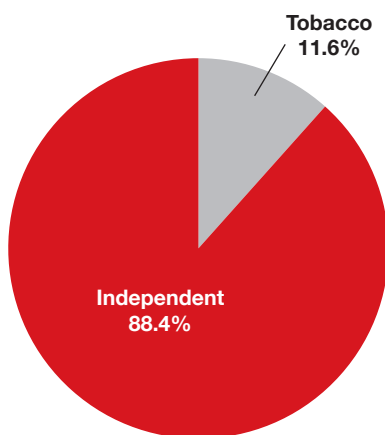


Current UKVIA membership for the period ending December 31, 2022

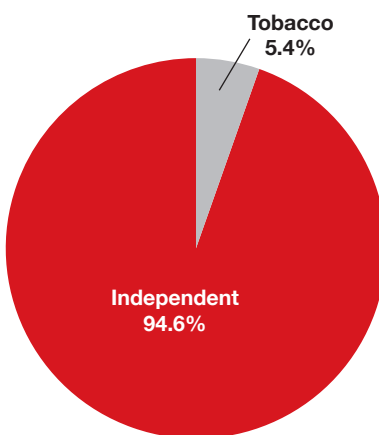


Percentages of revenues, members and board members from tobacco companies compared with independents

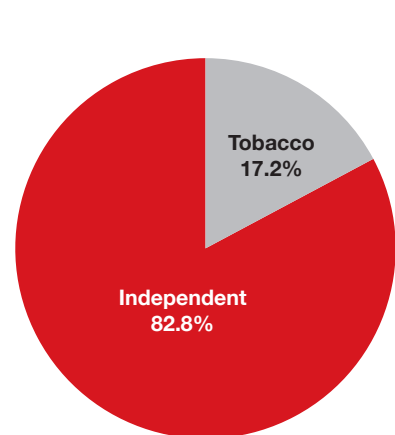
Percentage revenue from tobacco companies



Percentage members from tobacco companies



Percentage of board members from tobacco companies



The Welsh Government's 'huge missed opportunity'

The publication of the Wales Tobacco Control Strategy came as a disappointment for the industry after it failed to develop a position on vaping.

The document sets out how the country hopes to become smoke-free by 2030, and while the UKVIA said it would continue to engage with Welsh policy makers, its Director General John Dunne said the lack of support for vaping was a 'huge missed opportunity'.

Dunne said: "While the strategy has much to applaud in terms of initiatives to reduce smoking rates in Wales, it is unfortunate and frustrating that the Welsh Government has not gone further and taken this golden opportunity to embrace and champion vaping as the best and most effective method to help people to quit smoking for good.

"For this reason, we will continue to engage with the Welsh Government as it formulates its stance towards vaping and we welcome the Welsh Government's plans to prevent youth access to vaping."



Addressing the Tobacco Control Strategy's lack of support for vaping as a smoking cessation tool, Dunne added: "There is incontrovertible

evidence out there about vaping's effectiveness in helping adults to quit smoking for good, with support growing by the day from those in the fields of science, academia, healthcare and politics all now backing vaping as an important component in helping smokers to quit.

"So, while it is frustrating to not see the Welsh Government take a more positive view on vaping, the strategy leaves ample scope to engage with the politicians and policy makers there to demonstrate vaping's value and help that country to achieve its own smoke free ambitions."

He added: "Failure to do so could have serious consequences for Wales's ability to curb smoking rates and hamper harm reduction efforts."

“For this reason,
we will continue to
engage with the Welsh
Government as it
formulates its stance
towards vaping and
we welcome the Welsh
Government's plans to
prevent youth access
to vaping”

Dear Secretary of State...these matters need urgent attention

In June, the UKVIA wrote an open letter to the then Secretary of State for Health and Social Care, Sajid Javed MP, to highlight several pressing issues facing the UK vaping industry.

The letter accepted that the Government had to strike the right balance between supporting adult smokers to quit without encouraging take up amongst younger people and never-smokers.



A BIG THANK YOU

The UKVIA would like to say a big thank you to all our dedicated volunteer members who have given up their valuable time in the past year to ensure the smooth running of the UKVIA's committees, including all those who have served up until the recent rotational changes.

Our committee structure is at the core of our association and underpins everything we do on behalf of the UKVIA membership and the wider industry as a whole.

We are proud to be a member-led organisation, run by and for its members and our current committee membership is listed below:

Operations Executive:

John Dunne, UKVIA
 Doug Mutter, VPZ
 Andrej Kuttrof, Evapo
 Dan Marchant, Vape Club
 Christian Mulcahy, Industry Consultant
 Stephen Little, BAT

Policy & Regulations Committee:

John Dunne, UKVIA
 Doug Mutter, VPZ
 Andrej Kuttrof, Evapo
 Dan Marchant, Vape Club
 Damien Bove, Adact Medical
 Eyad Aboabdo, Chubby Gorilla
 Stephen Little, BAT
 Collin Kerrigan, Charlie's Chalk Dust
 Victoria Hancock, IMPTOB
 Lindsay Keating, Imperial Brands
 Khurram Jowiya, JTI
 Anna Petrosyan, JTI
 Nicky Small, JTI
 Ash Parekh, JUUL
 Maria Tjadar, JUUL
 Chris Aitkens, RELX Technology
 John Walker, Arcus Compliance
 Duncan Cunningham, PMI

Standards Committee:

John Dunne (UKVIA)
 Doug Mutter (VPZ)
 Damien Bove (Adact Medical)
 Lee Bryan (Arcus Compliance)
 Stephen Little (BAT)
 Chris Aikens (RELX International)
 Jeannie Cameron (JCIC)
 Ryan Bottle (WeBottle)
 Khurram Jowiya (JTI)
 Anna Petrosyan (JTI)
 Vladimir Stamenkovic (JUUL)

Youth Access Prevention Committee:

John Dunne, UKVIA
 Dan Marchant, Vape Club
 Damian Stevens, 1account
 Stephen Little, BAT
 Nikkita Patel, PMI
 Ian Howell, JTI
 Anisa Taraj, JUUL
 Andrew Zaman, JUUL
 Stephen Rooney, IMPTOB
 Victoria Hancock, IMPTOB
 Lindsay Keating, IMPTOB
 Dan Greenall, Oxford Vapours
 Chris Aitkens, RELX Technology
 Duncan Cunningham, PMI

Coming in 2023

Already 2023 is shaping up to be another very busy year for the UKVIA as the vaping industry is under more public and regulatory scrutiny than ever before in the wake of growing concerns about big issues including youth vaping and the environmental impact of disposable devices.

Key events for 2023 include:

- We will be hosting an Environment E-summit as this is one of the most important issues facing the industry now. This will focus on the many challenges that we will need to overcome in this key area and look at how the industry can work together to deliver a responsible approach to growing environmental concerns.
- The UKVIA will be going on tour as we host a series of regional meetings to explore the current issues our members are facing and how best to deal with them.
- VApril – the world’s largest campaign to educate smokers about vaping and how it can change their lives for the better - will be back for its sixth year as we continue to fight the onslaught of misinformation which is preventing many smokers from making the switch.
- The UKVIA Forum will once again be held at the QEII Centre in Westminster. The event will take place on Friday November 10 where we will debate the most pressing topics of the day and also celebrate all that is great about the industry.

vAprilTM
2023
Vaping Awareness Month



UKVIA

UK Vaping Industry Association