

HOW THE TOBACCO INDUSTRY ATTRACTS YOUTH TO THE USE OF HEATED TOBACCO PRODUCTS (HTPS)*

Results of the sociological survey**



43%

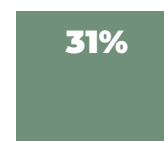
of Ukrainians are exposed to advertising for HTPs or the devices used for them



18-29 years



30-39 years



40-49 years



50-59 years

TRAP №1. TOBACCO DISPLAYS AS AN ADVERTISING PLATFORM

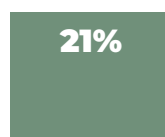
30% of Ukrainians are exposed to advertising for HTPs and the devices used for their consumption at points of sale



18-29 years



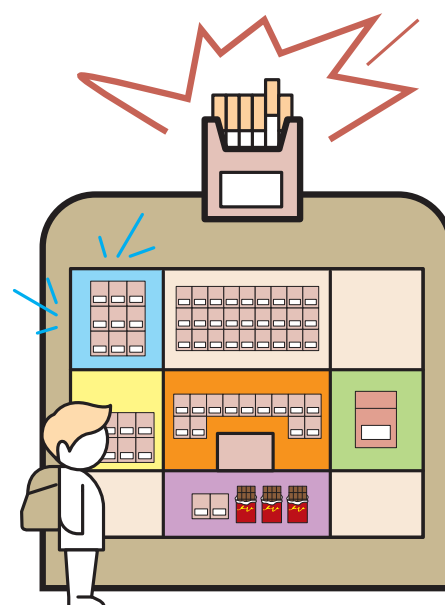
30-39 years



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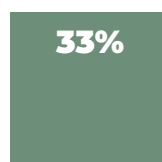
TRAP №2. MISLEADING, MANIPULATIVE ONLINE ADVERTISING

27% of Ukrainians are exposed to online advertising

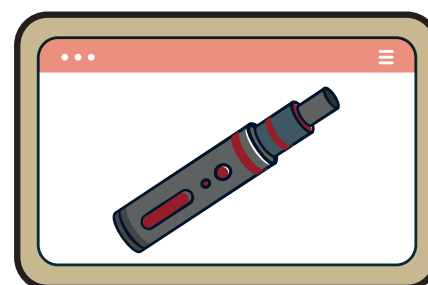
- **38%** banner advertising on websites
- **31%** other format online
- **38%** on personal pages in social media



18-29 years



30-39 years



40-49 years



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* Heated tobacco products (HTPs) are tobacco products that are used with electronic devices for heating tobacco (in Ukraine, specifically, they are represented by the brands IQOS, glo, Ploom).

** The sociological survey "Consumption and Attitudes towards Heated Tobacco Products" was conducted by the Center "Social Indicators" in collaboration with the Kyiv International Institute of Sociology (KIIS) in March 2025 using the method of telephone interviews (735 respondents). The survey was commissioned by the global public health organization "Vital Strategies" and the NGO "Life".



TRAP №3. APPEALING FLAVOURS, BUT HIDDEN DANGERS

63% of HTP users consume them with flavourings

81% among young people aged 18-29



66% choose fruit and berry flavours

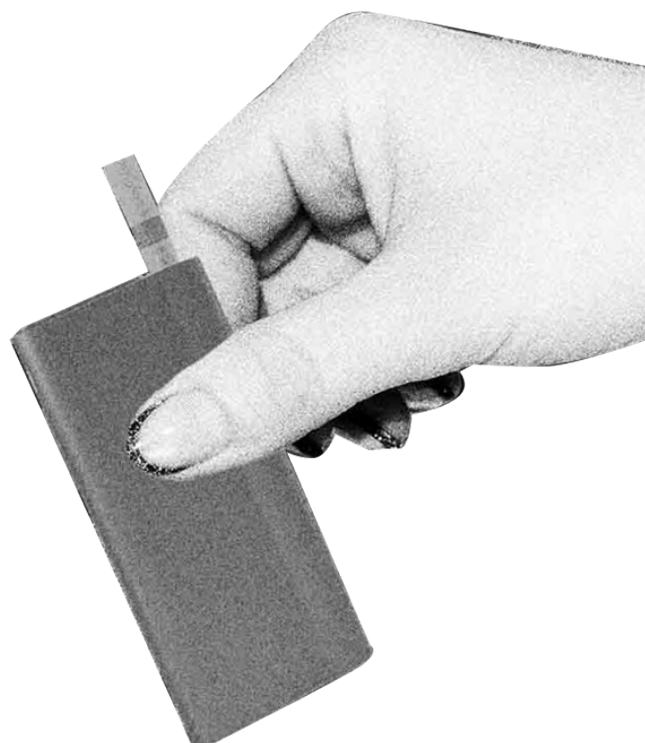
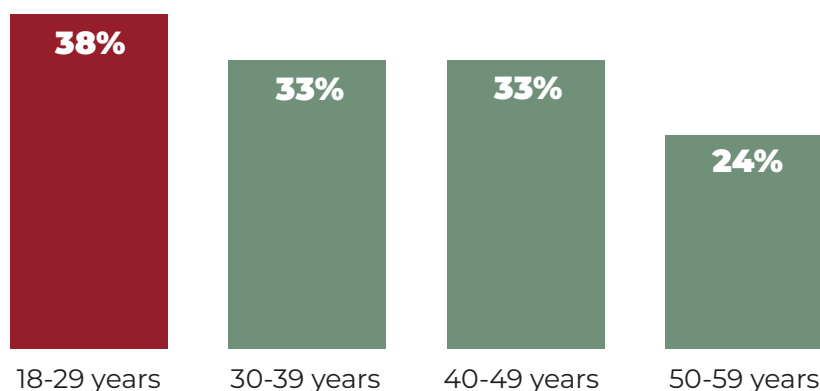


43% choose mint and menthol flavours

28% of users cited flavourings as the reason for HTP consumption

TRAP №4. MISLEADING INFORMATION ABOUT "REDUCED HARM"

31% of Ukrainians consider HTP use less harmful than smoking cigarettes



TRAP №5. THE ILLUSION OF MODERN AND STYLISH BEHAVIOUR

43% of Ukrainians consider HTP use a sign of modern, stylish behaviour

The vast majority of Ukrainians support the strengthening of regulations for HTPs and the devices used for their consumption

