# Survey Reveals Alarming Increase in Children's Exposure to Vape Marketing in Great Britain



A 2024 survey conducted by Action on Smoking and Health (Ash) has found that children’s exposure to vape marketing in Great Britain is at an all-time high. The poll, involving 2,587 children aged 11 to 17, revealed that 7.6% currently use vapes, maintaining the previous year's level but showing a significant increase from 2.8% in 2017 and 0.8% in 2013.

Fruit and dessert-flavored vapes are highly popular among young users, with children favoring these flavors much more than adults. Also noted is the rising trend of “ice vapes,” which provide a cool exhale without the deep minty flavor, and the majority of children aged 11 to 17 prefer disposable vapes.

The data showed a sharp increase in the awareness of vape promotions, with 55% of children aware of in-shop advertising compared to 37% two years ago, and 29% aware of online promotions across platforms like TikTok and YouTube.

Despite the rising awareness and use among youth, the proportion of children who are unaware of any vape promotions has decreased to 19% from 31% two years ago. The survey also highlighted that most underage vapers get their products from shops or off-licences, with a significant number receiving them from acquaintances.

The results illustrate a complex scenario of increasing vape use and marketing awareness among young people in Great Britain, coexisting with ongoing legislative efforts aimed at limiting vape marketing to curb youth vaping.