



Independent
British Vape Trade
Association

NERF Conference 2023



www.ibvta.org.uk

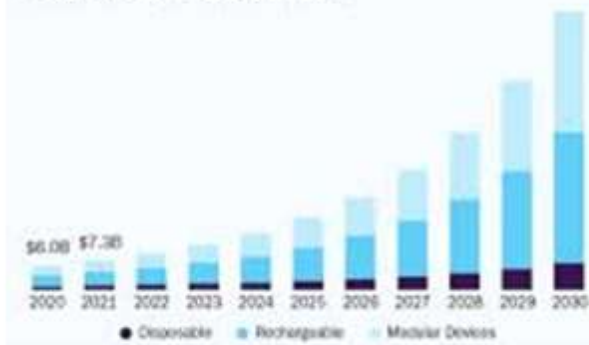




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Today....

U.S. E-cigarette & Vape Market
size, by product, 2020 - 2030 (USD Billion)



GRAND VIEW RESEARCH
29.8%
U.S. Market CAGR,
2023 - 2030
Source:
www.grandviewresearch.com





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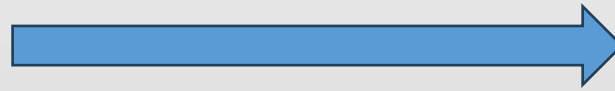


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- 2 out of 3 users will die
- 44 Carcinogens
- Over 7000 toxins
- Burning Tobacco

Substantially
c95% Safer



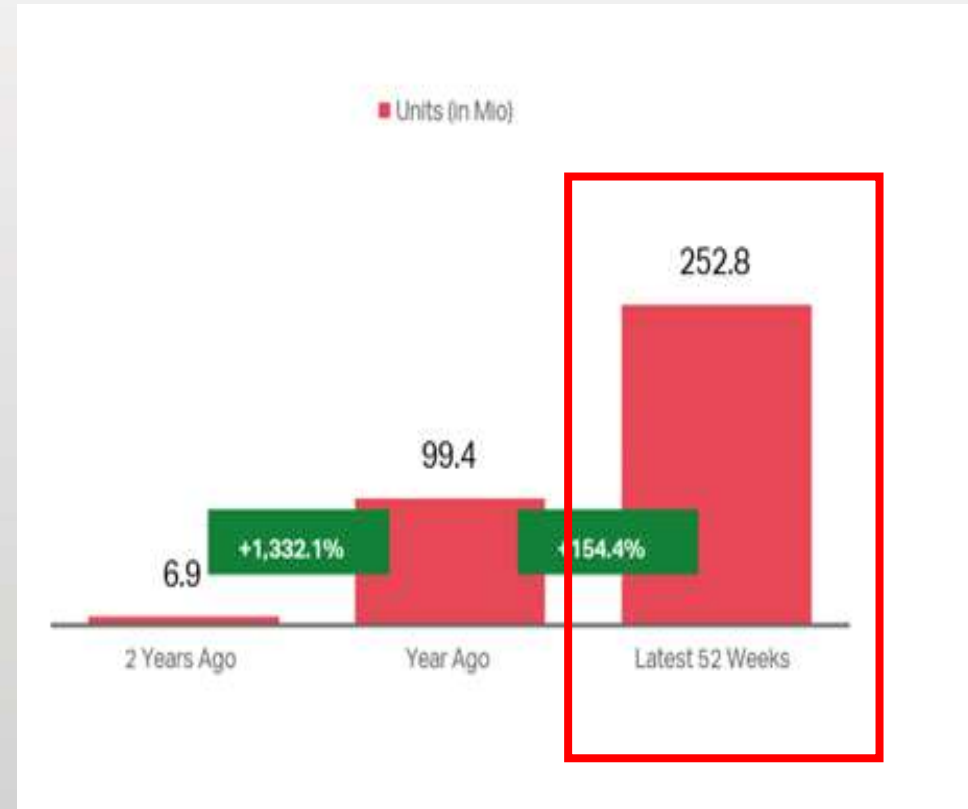
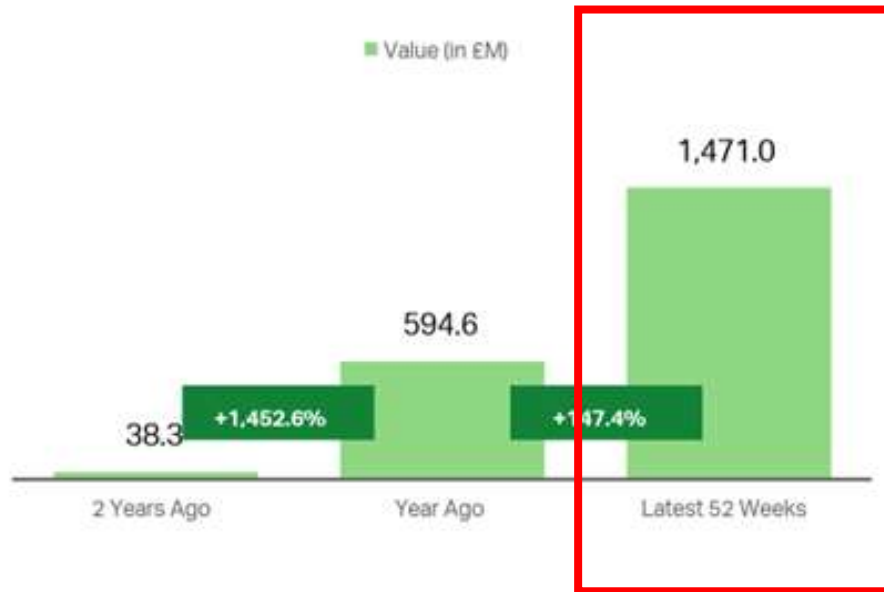
- NOT RISK FREE



A Scale Category!

What are the market trends?

E CIGARETTES DISPOSABLE - GB Total Coverage - Latest 52 Weeks - 1



Source: Nielsen 52 week ending 21 Oct 2023



Mass Distribution.....



Age Restriction Protocols

Advice & Expertise

Product Sourcing – Illicit Trade

Take Back Obligations



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RTM is key to understand





The Myths & Facts!

- These products are marketed to children
- The flavours are used to entice youths
- The packaging is designed to entice youths
- These products are more harmful than smoking
- Youth Hospital admissions have quadrupled
- These products are not regulated
- Nicotine is addictive, and a killer



Illicit vs. Legal



Age Restriction Protocols?!

Advice & Expertise?!

No VAT

Size of illicit market – 2/3 of total market

Not paying PCS



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**But there is much greater
responsibility needed, and urgently
(despite current obligations).....**



- Vapes = TOXIC WASTE...major threat to the environment
- Over 50% of single use vapes thrown away
- 1.3m disposable vapes are thrown away each week
 - 2/second
 - 22 football pitches/year
- 10 tonnes of lithium thrown thru' single use vapes, equivalent to 1200 electric vehicle batteries
- Copper, plastics, aluminium, steel, silver are valuable materials contained in single use vapes

Source: Materials Focus July 22



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Where does the responsibility lie?.....



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- Act on responsibility (producer and retailer)
- Education
- Advertise (hard)
- Drive Adoption
- Focus on conversion



- More sustainable products

- Adoption & Convenience



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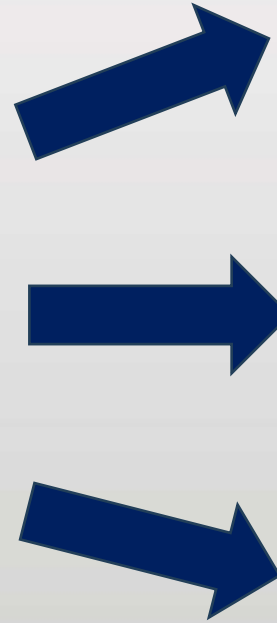
We must avoid greenwashing....





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There is hope.....





A Scale Category!



Source: Nielsen IQ week ending 3 June 2022

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- More sustainable products
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