

(English version)

**Question for written answer E-002392/25
to the Commission
Nicolás González Casares (S&D)
(13 June 2025)**

Subject: Growing use of e-cigarettes and vapes among young people

Against a backdrop in which many European countries are increasing restrictions on alternative ways of marketing tobacco such as e-cigarettes or vapes — 15 of which have requested that the Tobacco Taxation Directive be revised, pointing specifically to the impact of the new marketing routes — and in which statistical information — such as the recent figures provided by an Irish study on the impact of vapes on young people — suggests that three quarters of young people who use e-cigarettes or vapes had never smoked traditional tobacco:

1. Does the Commission know how many preventable cancer cases could arise as a result of the delay in proposing a new Tobacco Directive?
2. Does the Commission intend to respond to the Member States' request to revise the Tobacco Directive by coming up with a proposal that incorporates the new marketing routes?
3. Is the Commission carrying out any studies on consumption patterns for e-cigarettes and vapes among young people?

Submitted: 13.6.2025

**Answer given by Mr Várhelyi on behalf of the European Commission
(12 September 2025)**

Since the adoption of the Tobacco Products Directive 2014/40/EU ⁽¹⁾, notable public health gains have been observed, with decreases in traditional tobacco use and tobacco-related deaths. The Commission recognises the importance of timely action in tobacco control to protect public health.

The ongoing evaluation of the tobacco-control framework is a particularly complex exercise, involving a thorough review of scientific, market, and regulatory developments. The Commission is fully committed to ensuring a high level of human health protection, especially for young people.

The current tobacco-control framework regulates advertising bans for tobacco products, electronic cigarettes and refill containers in all media except television, including within Information Society Services. However, the Commission recognises the growing challenges of new marketing forms targeting young people.

The ongoing evaluation ⁽²⁾ involves considering a wide array of scientific, market, and regulatory developments, including the emergence of evolving marketing practices. The next steps depend on the findings of the evaluation.

The Commission is actively monitoring consumption patterns for electronic cigarettes among young people. The Scientific Committee on Health, Environmental and Emerging Risks has issued an opinion on electronic cigarettes, which includes an assessment of their use among youth ⁽³⁾.

In addition, the Commission uses data from various public sources, including Eurobarometer surveys, and studies commissioned under the EU4Health programme to support the ongoing evaluation.

⁽¹⁾ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02014L0040-20231023>.

⁽²⁾ https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13481-Evaluation-of-the-legislative-framework-for-tobacco-control_en.

⁽³⁾ https://health.ec.europa.eu/publications/electronic-cigarettes_en.