

(English version)

**Question for written answer E-003366/25
to the Commission
Kim Van Sparrentak (Verts/ALE), Mohammed Chahim (S&D)
(2 September 2025)**

Subject: Prohibited predatory marketing of illicit vapes to children on Snapchat and severe medical harm to children caused by vapes

According to reports, there are many illegal vape advertisements on Snapchat driving children into the arms of predatory, non-licensed vape dealers on a large scale ⁽¹⁾. Dutch doctors have raised this pressing issue. At the same time, an increasing number of children are in hospital with severe medical problems caused by vaping, such as lung punctures, brain damage or heavy metals in their bodies ⁽²⁾.

1. Is the Commission investigating Snapchat for spreading illegal content, which is a violation of the Digital Services Act (DSA) ⁽³⁾, including the provisions on notice and action ⁽⁴⁾ and on systemic risks to health and safety and protection of minors ⁽⁵⁾?
2. Will the Commission consider EU-wide action to ensure that vapes become less attractive to children, less poisonous and less dangerous, such as by banning flavoured vapes, introducing neutral packaging and increasing safety standards, for instance by introducing a ban on poisonous heavy metals from vapes in the anticipated review of the Tobacco Products Directive ⁽⁶⁾?
3. Is the Commission considering an EU-wide ban on single-use disposable vapes, given their devastating environment impact and potential violation of the EU rules on waste from electrical and electronic equipment, following the examples of Belgium, France and Spain and recent discussions in the Netherlands?

Submitted: 2.9.2025

**Answer given by Executive Vice-President Virkkunen on behalf of the European Commission
(20 October 2025)**

The Commission is aware of reports concerning the dissemination of illegal advertisements of drugs, alcohol and nicotine-related products to minors on Snapchat.

Under the Digital Services Act ⁽¹⁾, Snapchat was designated by the Commission as a very large online platform and is subject to a set of reinforced obligations.

The provider of Snapchat is required to diligently identify, assess and analyse the systemic risks stemming from the design, functioning and use made of its services and related systems and put in place effective measures to mitigate the identified systemic risks.

All providers of online platforms accessible to minors, are required to ensure a high level of privacy, safety and security to minors. The Commission is working closely with the Dutch Digital Services Coordinator, Autoriteit Consument en Markt, who is currently investigating Snapchat's compliance with these obligations ⁽²⁾.

The Commission is evaluating the Tobacco Products Directive ⁽³⁾ and Tobacco Advertising Directive ⁽⁴⁾. The evaluation is looking at young people's access to novel tobacco and nicotine products and the findings will inform the next steps concerning these two Directives.

¹ <https://nos.nl/artikel/2580070-nog-steeds-veel-vape-dealers-op-snapchat-artsen-stappen-naar-toezichthouder>.

² <https://nos.nl/artikel/2547904-veertien-kinderen-na-vapen-in-ziekenhuis-klaplong-en-longbloeding>; <https://nos.nl/artikel/2518967-nieuw-onderzoek-vapen-schade-aan-hersenen-en-organen-door-giftige-metalen>.

³ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act) (OJ L 277, 27.10.2022, p. 1, ELI: <http://data.europa.eu/eli/reg/2022/2065/oj>).

⁴ Article 16 DSA.

⁵ Article 35 DSA.

⁶ Directive 2014/40/EU of the European Parliament and of the Council of 3 April 2014 on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation and sale of tobacco and related products and repealing Directive 2001/37/EC (OJ L 127, 29.4.2014, p. 1, ELI: <http://data.europa.eu/eli/dir/2014/40/oj>).

⁽¹⁾ Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market For Digital Services and amending Directive 2000/31/EC (Digital Services Act). <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:32022R2065>.

⁽²⁾ ACM start DSA-onderzoek naar Snapchat vanwege illegale handel vapes aan minderjarigen <https://www.acm.nl/nl/publicaties/acm-start-dsa-onderzoek-naar-snapchat-vanwege-illegale-handel-vapes-aan-minderjarigen>.

⁽³⁾ Directive 2014/40/EU of the European Parliament and of the Council of 3 April 2014 on the approximation of the laws, regulations and administrative provisions of the Member States concerning the manufacture, presentation and sale of tobacco and related products and repealing Directive 2001/37/EC. <https://eur-lex.europa.eu/eli/dir/2014/40/oj/eng>.

⁽⁴⁾ Directive 2003/33/EC of the European Parliament and of the Council of 26 May 2003 on the approximation of the laws, regulations and administrative provisions of the Member States relating to the advertising and sponsorship of tobacco products. <https://eur-lex.europa.eu/eli/dir/2003/33/oj/eng>.

Obligations for the collection of e-cigarettes are covered by the waste electrical and electronic equipment (WEEE) Directive ⁽⁵⁾. WEEE collection points must be provided to enable users to discard e-cigarettes and return used e-cigarettes free of charge when buying new ones.

The Batteries Regulation ⁽⁶⁾ requires that portable batteries incorporated in products marketed in the EU are readily removable and replaceable at any time during the lifetime of the product. This provision will ban e-cigarettes that do not have readily removable and replaceable batteries.

⁽⁵⁾ Directive 2012/19/EU of the European Parliament and of the Council of 4 July 2012 on waste electrical and electronic equipment (WEEE). <https://eur-lex.europa.eu/eli/dir/2012/19/oj/eng>.

⁽⁶⁾ Regulation (EU) 2023/1542 of the European Parliament and of the Council of 12 July 2023 concerning batteries and waste batteries, amending Directive 2008/98/EC and Regulation (EU) 2019/1020 and repealing Directive 2006/66/EC. <https://eur-lex.europa.eu/eli/reg/2023/1542/oj/eng> as of 18 February 2027.