

(English version)

**Question for written answer E-004076/25
to the Commission
Nicolás González Casares (S&D), Leire Pajín (S&D)
(16 October 2025)**

Subject: Commission response to the rise of youth vaping and nicotine addiction

Last Monday, the World Health Organisation (WHO) reported that at least 15 million children (aged 13-15 years) use e-cigarettes and criticised the tobacco industry for continuously introducing new products that fuel nicotine addiction. The WHO warned that products like e-cigarettes and nicotine pouches are increasingly attracting a new younger demographic rather than those who intend to use the products for their designed purpose of helping smokers quit. Etienne Krug, a WHO director, emphasised that e-cigarettes, marketed for harm reduction, are actually getting children hooked on nicotine earlier, threatening decades of progress in reducing tobacco addiction.

According to projections made by the WHO, Europe will have the highest prevalence of tobacco use among people over 15 years of age by 2030 in the entire world, putting millions of people at serious risk of cancer.

In this context:

1. What measures has the Commission previewed that it intends to propose in order to regulate the sale and marketing of e-cigarettes and nicotine products to protect children and adolescents?
2. How is the Commission addressing enforcement challenges in order to ensure existing tobacco and vaping laws are being effectively applied across Member States?
3. Is the Commission addressing these issues in the reform of the tobacco directives?

Submitted: 16.10.2025

**Answer given by Mr Várhelyi on behalf of the European Commission
(3 February 2026)**

The Tobacco Products Directive 2014/40/EU ⁽¹⁾ regulates several aspects related to the manufacture, presentation, sale, advertising, and sponsorship of nicotine-containing electronic cigarettes.

These rules contribute to the smooth functioning of the internal market and aim at enhancing consumer safety by setting requirements for and limiting exposure to electronic cigarettes, thereby reducing the risk of consumption of high nicotine doses and other harmful substances.

On 16 December 2025, the Commission adopted the first EU cardiovascular health plan (Safe Hearts Plan ⁽²⁾) which includes a flagship initiative to propose a revision of the legislative framework in 2026, with the goal of fewer than 5% of adults to be using tobacco by 2040.

The Commission is currently undertaking a comprehensive evaluation of the Tobacco Products Directive and of the Tobacco Advertising Directive 2003/33/EC ⁽³⁾.

The evaluation also looks into the rules on electronic cigarettes, with a primary focus on addressing concerns about young people's access to novel tobacco and nicotine products. The findings of the evaluation will inform the next steps in the decision-making process.

The enforcement of the Tobacco Products Directive, including the rules on electronic cigarettes and refill containers, is the responsibility of the Member States. The Tobacco Products Directive establishes rules concerning its enforcement and the national provisions adopted under it.

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

⁽²⁾ https://health.ec.europa.eu/publications/communication-eu-cardiovascular-health-plan-safe-hearts-plan_en.

⁽³⁾ <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A02003L0033-20030620>.