

**REDC**

reSpectvapers

# Understanding how vapers would react to a ban on flavoured vapes

Findings from an on-street survey of vapers

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**September 2025**

RED C REF 7662-2025



# Research background and methodology



Towards the end of 2023 the Department of Health launched a public consultation on the further regulation of vapes and tobacco in Ireland (legislation was introduced last year to ban the sale of vaping products to under 18s). This involves reviewing a wide range of issue areas, including possible controls around the availability of certain flavours.



RED C has carried out this research on behalf of Respect Vapers. It is based on a survey of adults aged 18+ that use vaping products in order to understand why they use flavoured vapes and what the potential impact a ban of these products would have on their vaping / smoking behaviour.



RED C conducted an on-street face-to-face survey of n=205 adults aged 18+ that regularly use vaping products (at least once a week or more often) in the city centres of Dublin, Cork and Galway over the period of the 8th and 22nd September 2025. The survey covers questions on their vaping behaviour, their use of vaping flavours and their views on how they and others may react to an outright ban on flavoured vapes.



This report presents the main findings from the research. Note that a quota-sampling approach was used (targets set on gender, age and social grade) and the final data for analysis is weighted so that it broadly reflects the known profile of adults aged 18+ that use vaping products.

# Research summary findings



## Vaping is key to cutting back / reducing smoking

With 7 in 10 vapers being ex-smokers, the impact of vapes is undeniable. A significant majority of ex-smokers have said vaping helped them give up smoking entirely.



## Fruit flavours are most popular and common

While most have tried a number of flavours, we see vapers tend to stick to one type of flavour that they use most often. Currently, nearly half use fruit flavours most often.



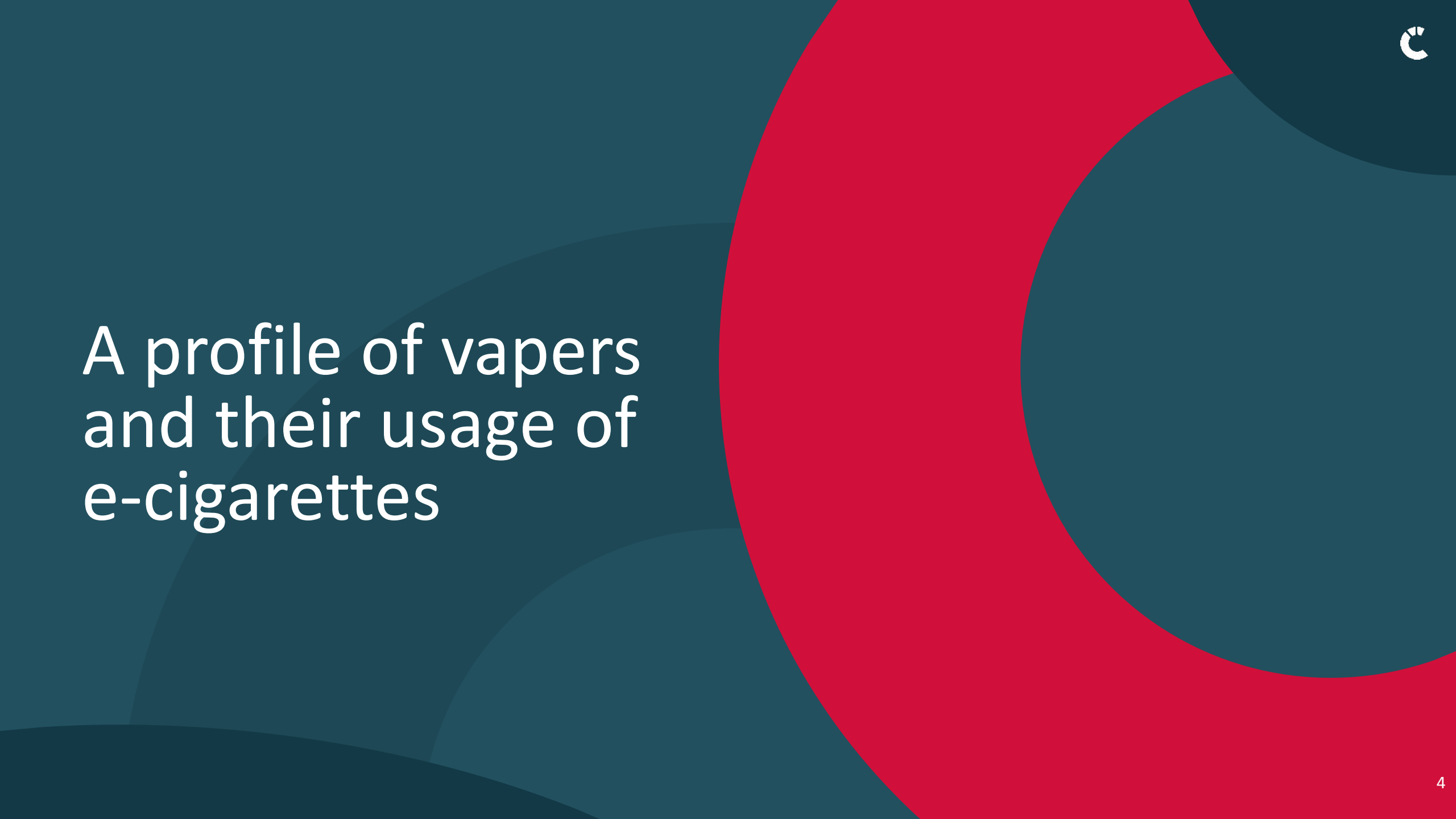
## Most are aware of government plans to ban flavoured vapes

With most vapers having heard of government plans to ban vape flavours, only half feel their voices are fairly represented in the current debates which tend to focus more on the risks rather than potential benefits.



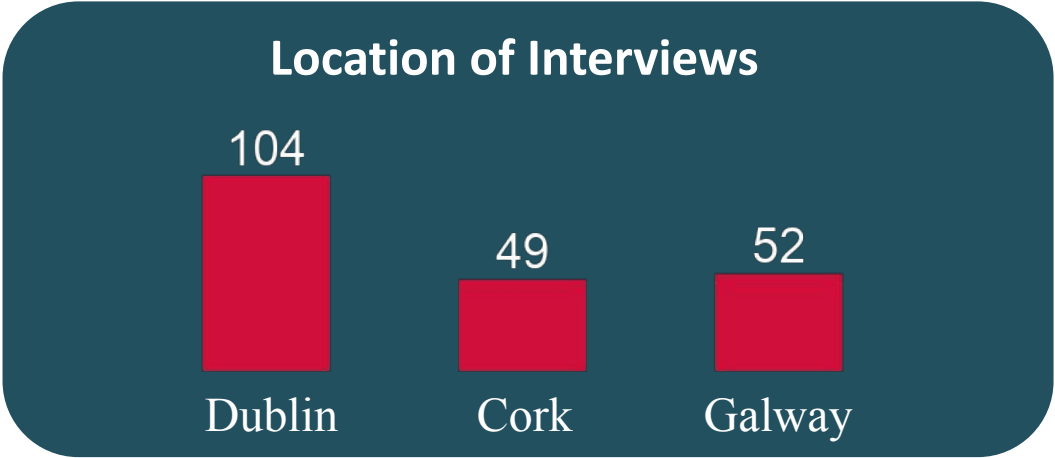
## Undeniable worry among vapers of what a flavours ban could cause

Most continue to believe that a ban in flavours will create the perfect environment for a black market to emerge. Almost half also say they will source flavours online or abroad if a ban were to come into place.

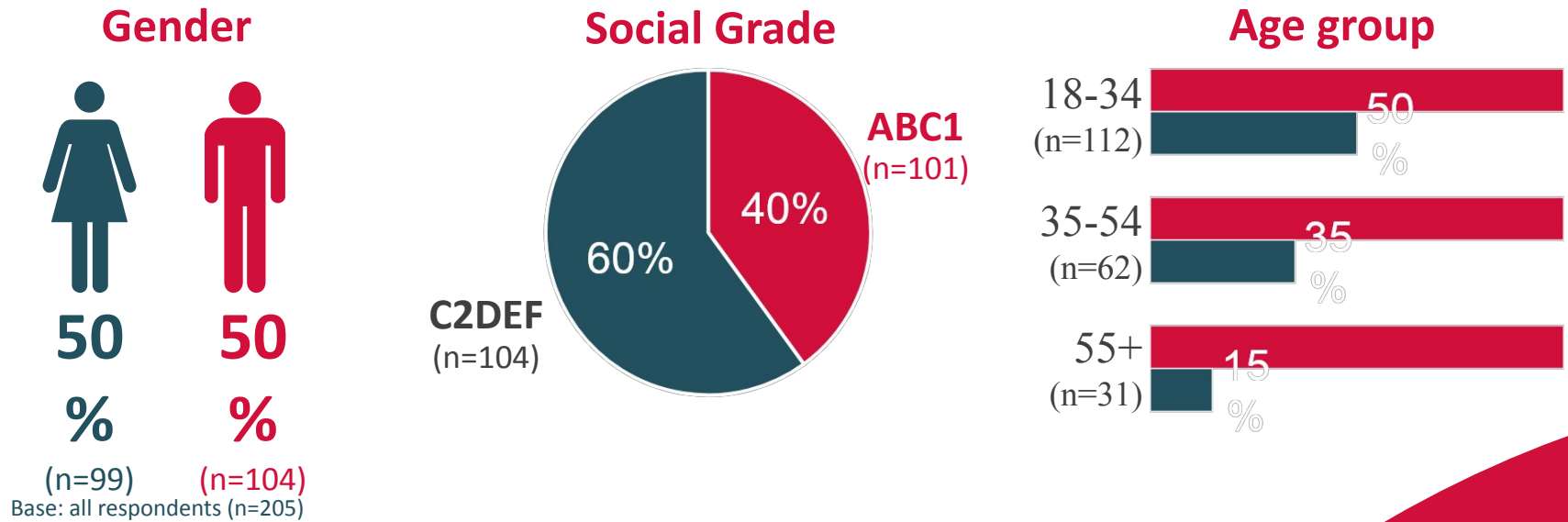


# A profile of vapers and their usage of e-cigarettes

# Profile of Vapers



% WEIGHTED PROFILE OF VAPERS BY GENDER, SOCIAL GRADE AND AGE  
( ) = actual number of adults aged 18+ interviewed





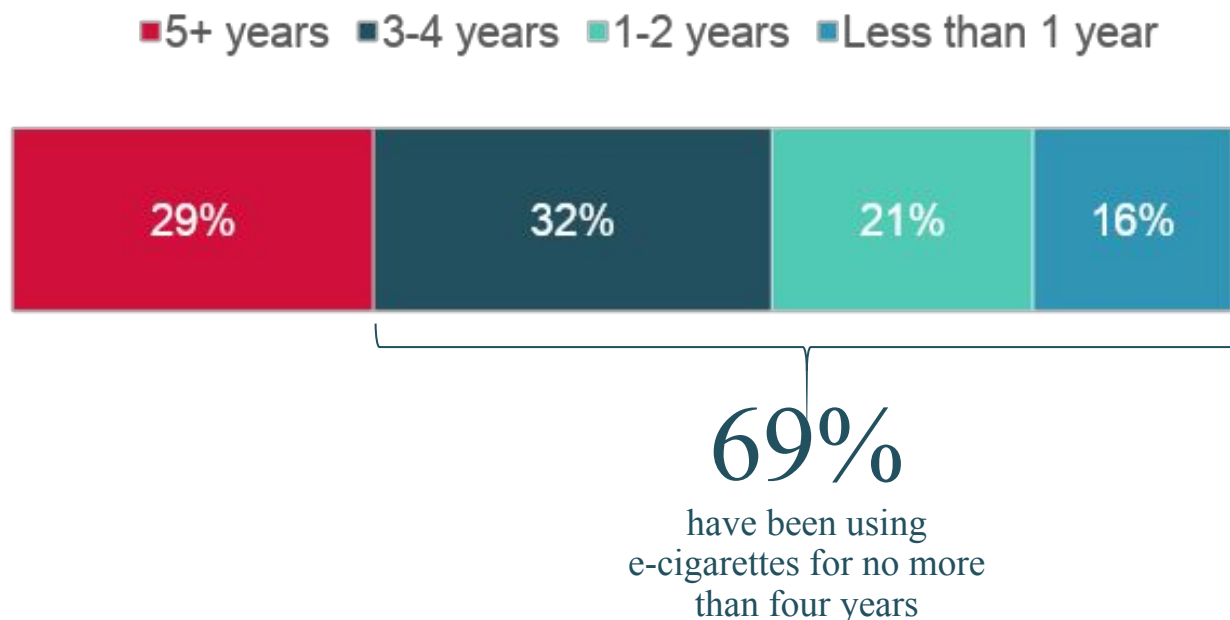
# Nearly 7 in 10 have been vaping for 4 years or less

Most are also vaping daily, with over half using rechargeable vapes.



## Usage of vapes

### How long using e-cigarettes



### How often using e-cigarettes



**88%**

use e-cigarettes at  
least once a day

This is higher among ex-smokers (96%).

### Types of e-cigarettes used



**37%**

Disposable

**53%**

Rechargeable

**10%**

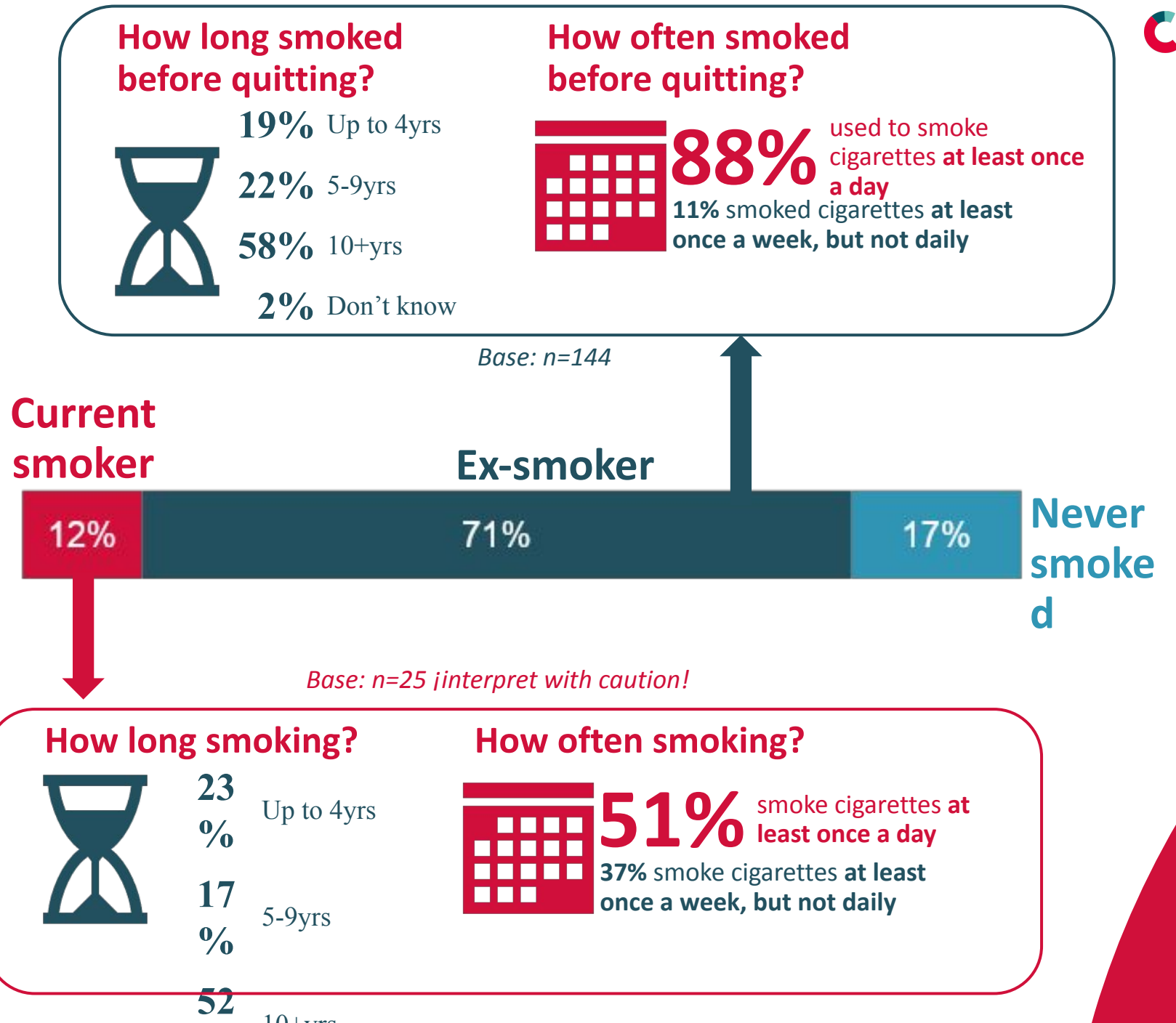
Both

Use of disposable vapes higher among  
18-34s (45%) and females (45%)

# 7 in 10 vapers are ex-smokers while under 1 in 5 never smoked at all

Among ex-smokers, a vast majority had been smoking for 5+ years before they quit – they were also frequent smokers, with nearly 9 in 10 smoking cigarettes at least once a day.

Base: all respondents (n=205)

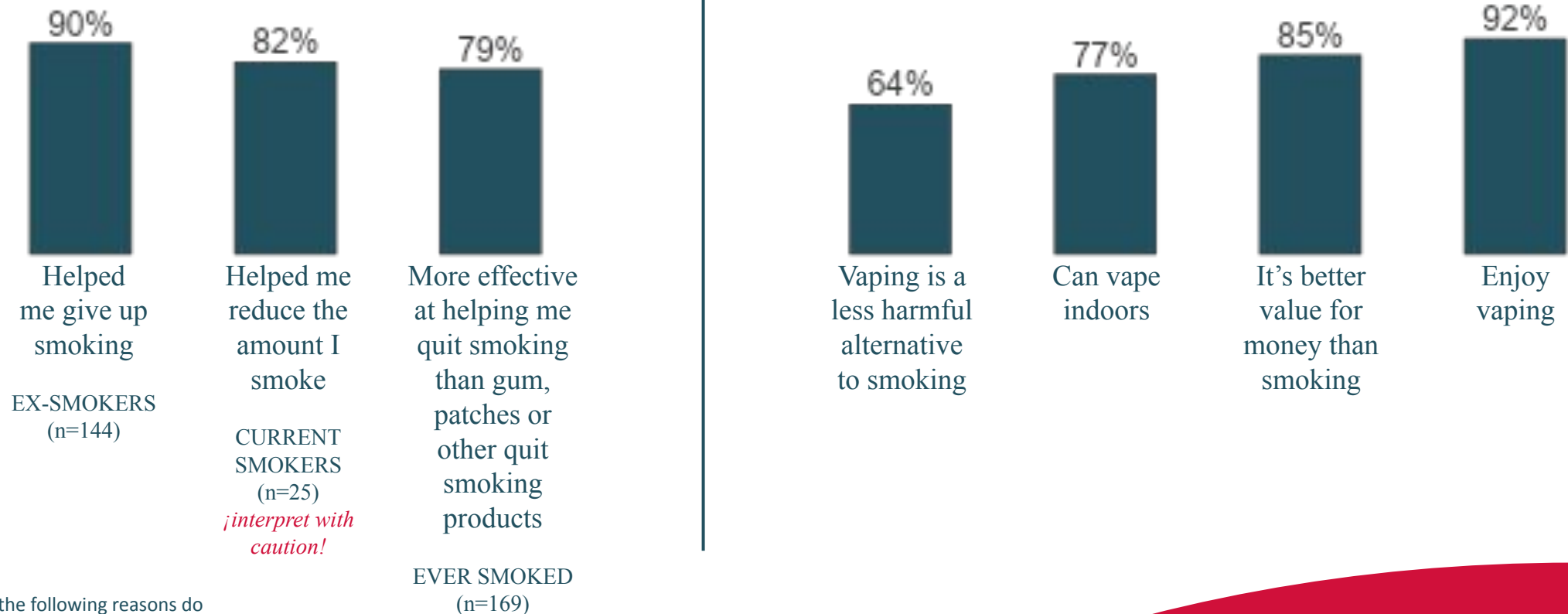


# The impact of vaping in reducing/stopping smoking is undeniable



Over 3 in 5 agree vaping is a less harmful alternative to smoking, while 4 in 5 agree it also better value for money.

## Reasons for using e-cigarettes / vaping products Prompted - % answering yes for each







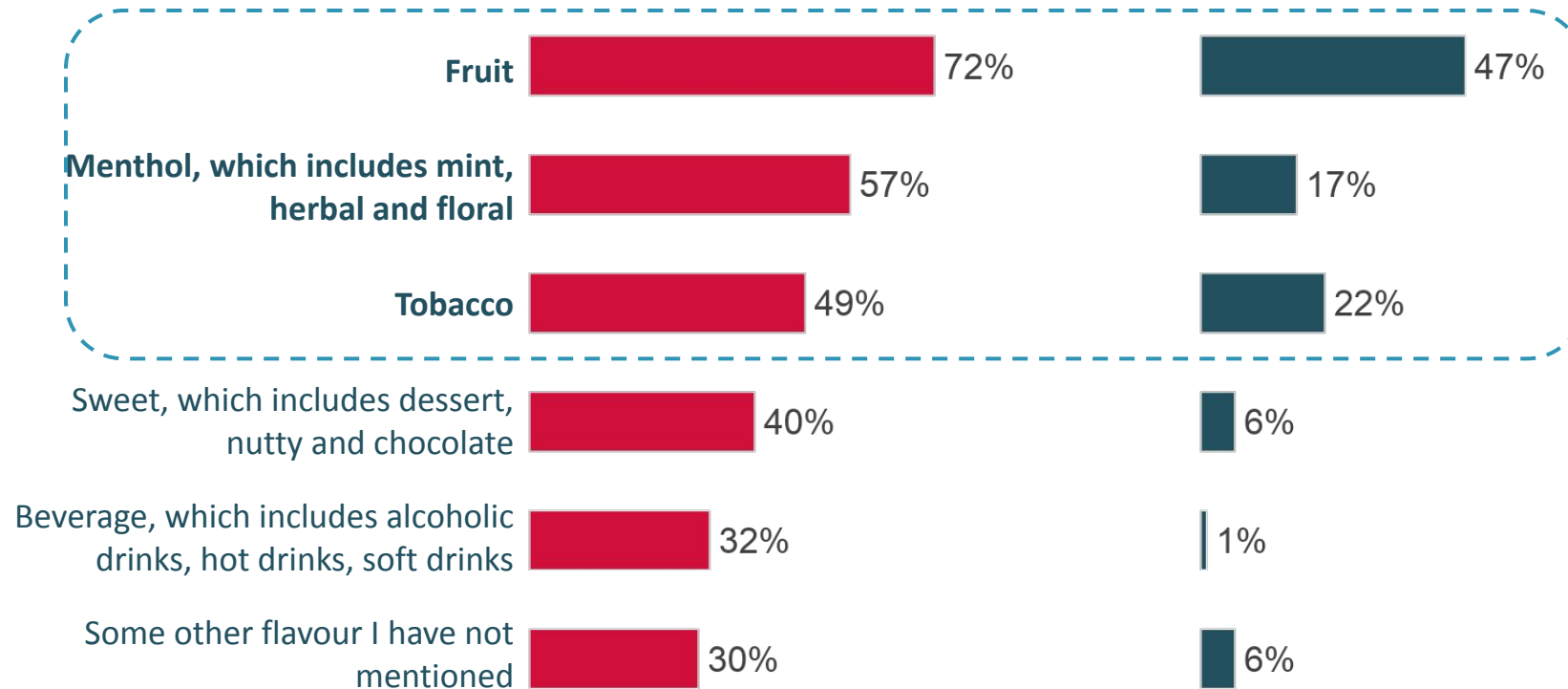
# Types of flavoured vapes used and why vapers use them

# Fruit is by far the most frequently used flavour of vapes



**If ever  
tried flavour**

**Most frequently  
used flavour**



Fruit flavours remain the most commonly vaped flavour regardless if people are using rechargeable or disposable vapes. However, tobacco is somewhat more frequently used among rechargeable users.

# Flavoured vapes help more than 7 in 10 to stay off cigarettes entirely

Having a nice taste is also a significant driver among vapers.

## Reasons for using flavoured vapes



81% of males and 82% of vapers aged 35-54 say flavoured vapes help them stay off cigarettes entirely.

Q.9C For which of the following reason do you use flavoured vapes? Please answer yes or no for each one.

Base: all using vaping flavours (n=205);

# How vapers might react to a ban on flavoured vapes

# Nearly 3 in 5 would support some type of ban on flavours – mostly candy and dessert flavours

Only 4%, however, would be in favour of an outright ban on flavours. Most have also heard of government plans to ban flavoured vapes – this is higher among males (87%) and 55+ (94%).

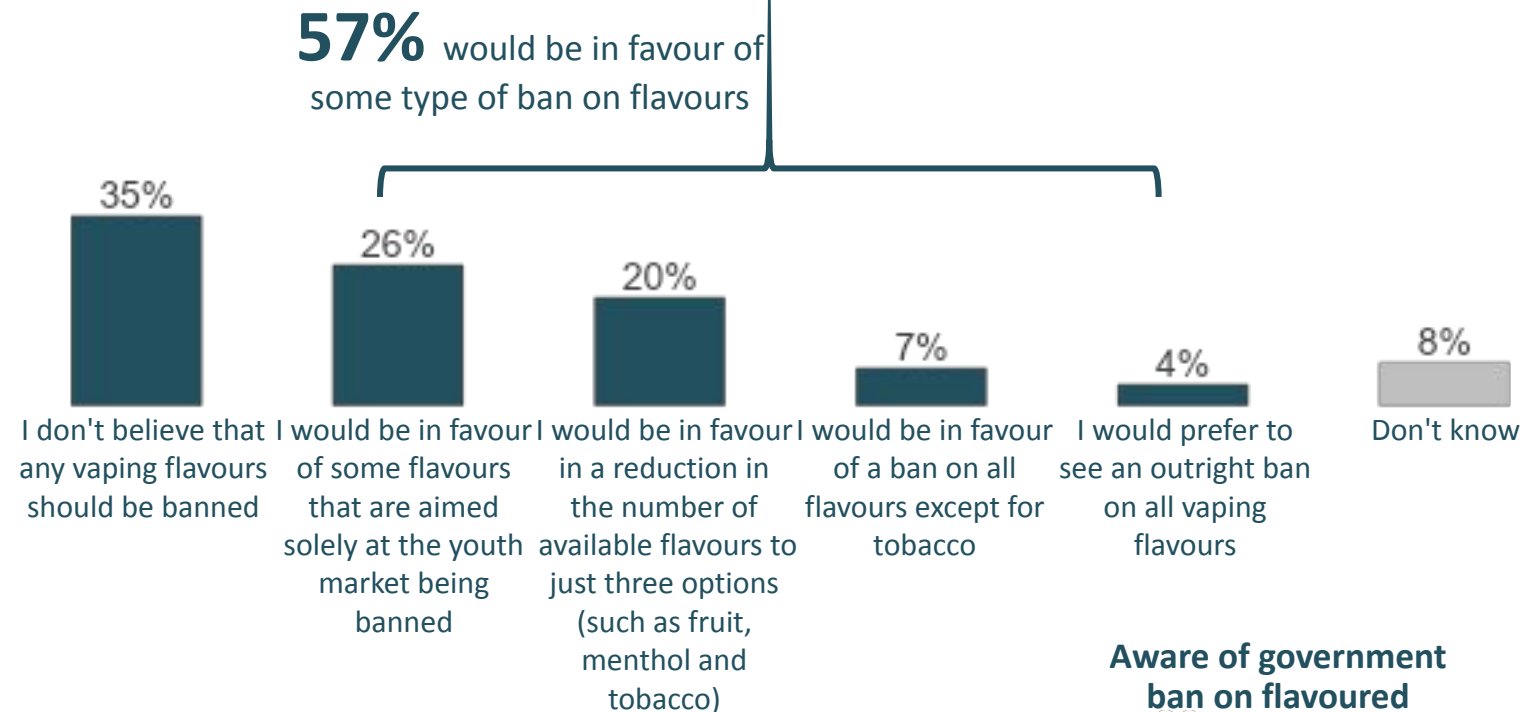
Q.10 Both Ireland and the EU are considering regulations on vaping flavours, including a ban on all flavours other than tobacco flavour. Which of the following statements best represents your view?  
Base: all respondents (n=205)

Q.10A And which of the following flavours would you support a ban on?

10B - Before today, were you aware that the Irish government is considering banning flavoured vapes?

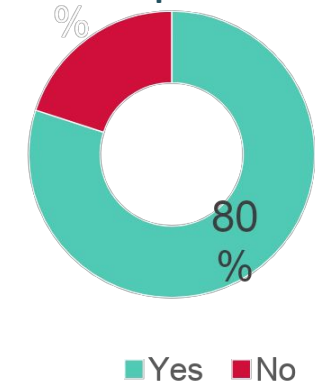
Base: all who would support some kind of ban (n=96)

## Statement that best represents the view of vapers



| And which flavors would you support a ban on? |     |
|-----------------------------------------------|-----|
| Candy/sweet flavours                          | 79% |
| Dessert flavours                              | 74% |
| Beverage flavours                             | 69% |
| Fruit flavours                                | 35% |
| Tobacco flavour                               | 22% |
| Menthol flavours                              | 15% |

## Aware of government ban on flavoured vapes?

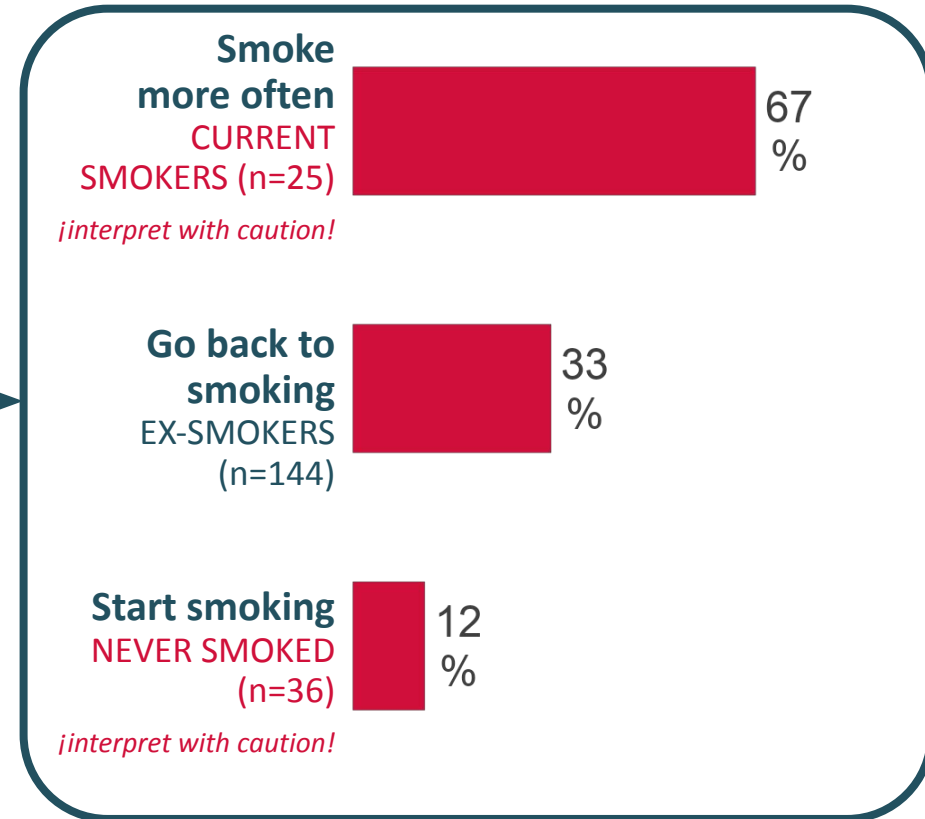
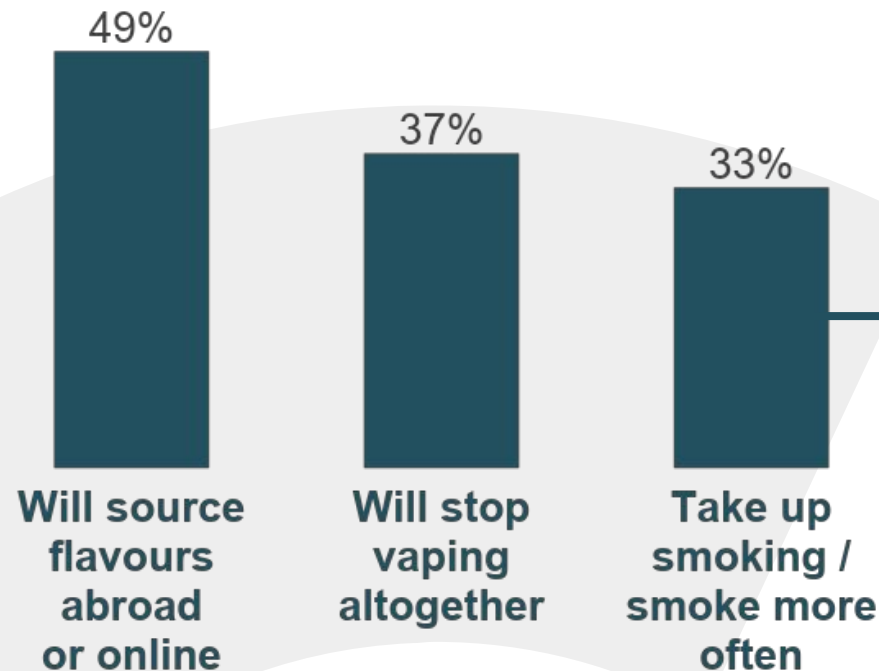


# A third of vapers will go back to smoking if flavours are banned



Nearly half also say they will source flavours abroad or online, while just short of 2 in 5 vapers will stop vaping altogether.

## Likely actions as a result of a ban on vaping flavours – NET: Likely



Q.11 If all vaping flavours are banned, except for tobacco flavour, how likely will you be to do each of the following?

Base: all respondents, n=205



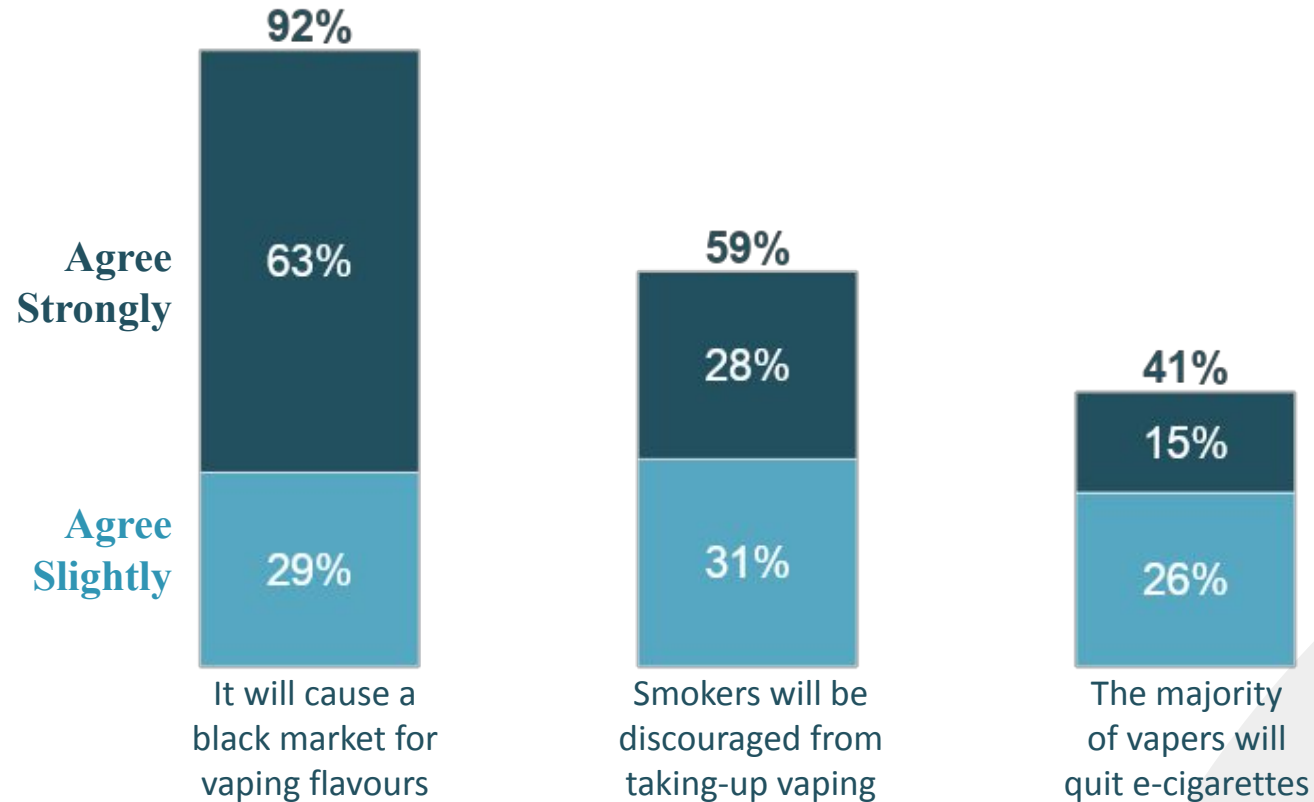
# Views on market impact of a ban

# 3 in 5 strongly agree a flavours ban will cause a black market



Many also agree that smokers will be discouraged from taking up vaping, while 2 in 5 feel the majority of vapers will quit e-cigarettes if a ban on flavours comes into effect.

## Views of market impact of a ban on vaping flavours

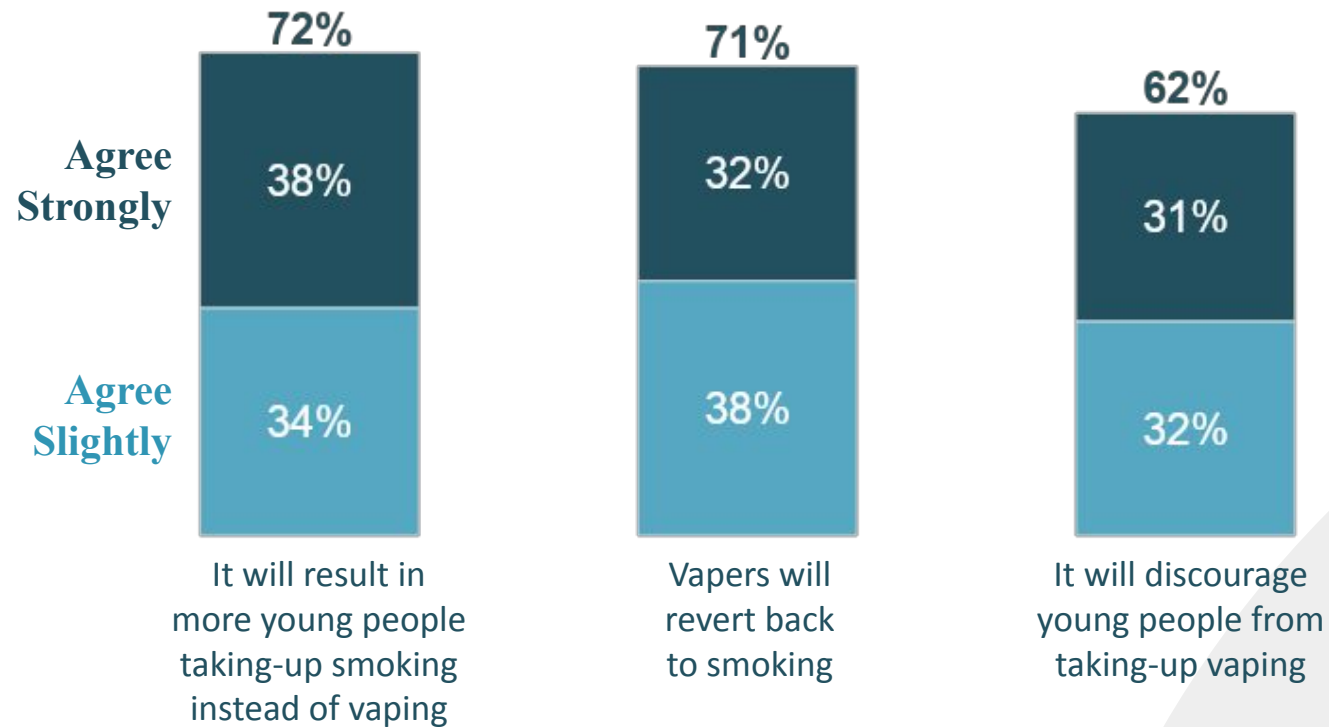


# Majority feel flavours ban will see more younger people smoking



There is a considerable majority who agree the ban would make vapers revert back to smoking.

## Views of market impact of a ban on vaping flavours

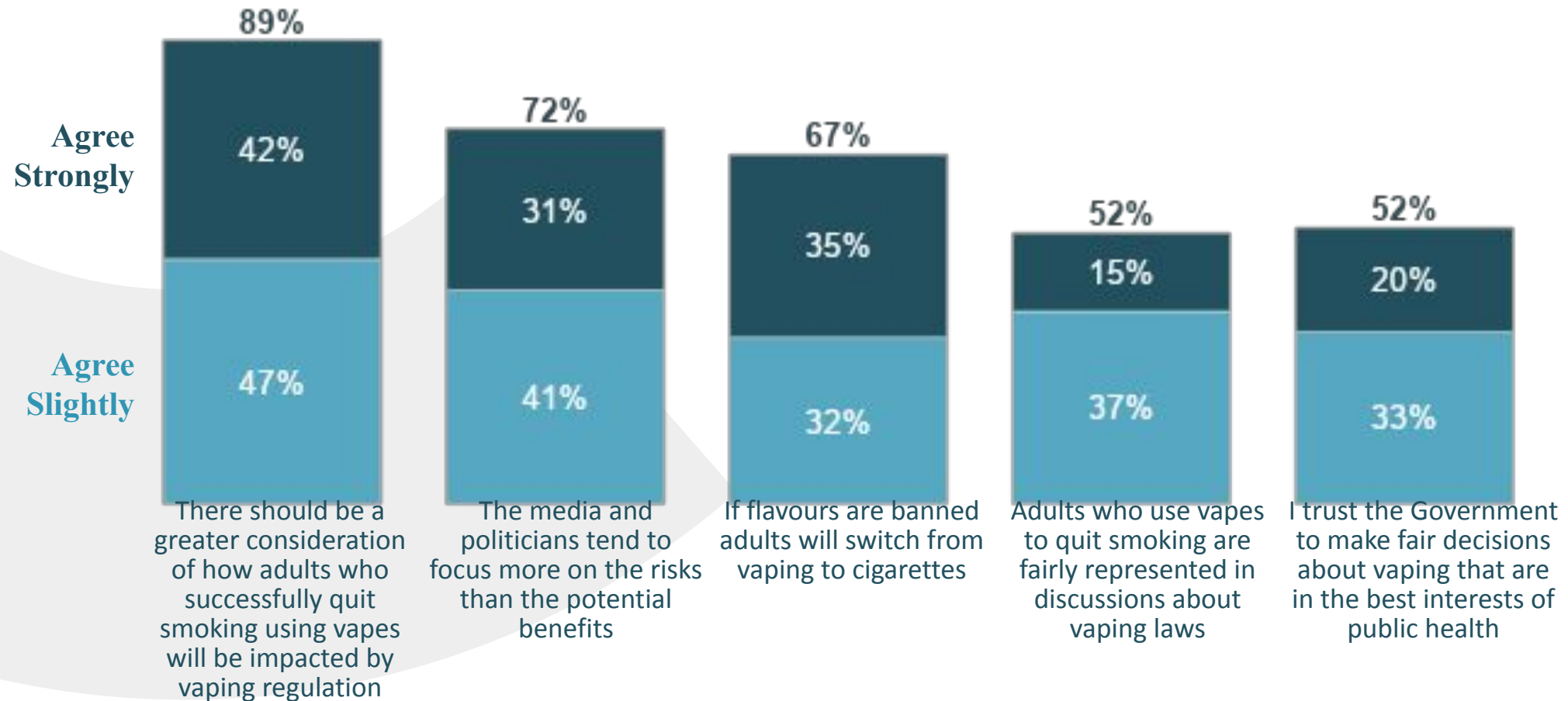


# A vast majority feel more consideration is needed for ex-smokers



7 in 10 also agree the media and politicians are focusing only on risks and not on the potential benefits of vaping – while similarly agreeing that a flavours ban adults will switch from vaping to cigarettes.

## Attitudes to vaping ban



Q.14 I will now read you out some things people have said about the public debate in Government circles and the media around vaping in Ireland. I would like you to tell me to what extent you agree or disagree with each of the following?

Base: all respondents (n=205)

RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*



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