Tobacco and vaping statistics factsheet

May 2026

Notes: This document is a non-exhaustive summary of referenced statistics for Scotland (with selected UK/Worldwide figures). As smoking is a widely documented and researched area, there may be alternative sources. The figures here have been selected based on their robustness, frequency of updates, or relevance to Scotland.

Adult prevalence

Smoking (ages 16+) prevalence

Scottish Health Survey

Year(s) of data: 2024

2024	2023	2022	2019	2018	2017	2016	2015	2010	2008	2003	2000	1990	1980	1974
14%	14%	15%	17%	19%	18%	21%	21%	25%	26%	28%	29%	34%	44%	51%

2023: Men: 16%, Women 13%

2023: Cigarettes smoked per day 11.1, down from 12.2 in 2019 and 15.3 in 2003

References: Scottish Government. (2025). The Scottish Health Survey 2024. Online dashboard. Link

Estimated number of adult (16+) smokers in Scotland

Year(s) of data: 2025

651,009

Figure calculated using the mid-2025 population estimates for Scotland aged 16+ (4,650,067) and Scottish Health Survey smoking prevalence (14%)

References: National Records of Scotland: Link

Smoking (ages 16+) prevalence (%) by local council area

Scottish Survey Core Question

Year(s) of data: Years 2023 and 2024 combined

East Renfrewshire	5.3	Shetland Islands	11.9	Midlothian	14.0
East Dunbartonshire	8.4	West Dunbartonshire	12.0	Na h-Eileanan Siar	14.1
Argyll & Bute	9.4	Fife	12.4	East Ayrshire	14.2
Stirling	9.8	Inverclyde	12.6	Aberdeen City	14.3
East Lothian	10.6	South Lanarkshire	12.7	West Lothian	14.4
Scottish Borders	10.8	North Ayrshire	12.8	Glasgow City	14.7
Aberdeenshire	11.0	South Ayrshire	12.8	North Lanarkshire	14.8
Orkney Islands	11.0	Dundee City	13.1	Clackmannanshire	15.1
Edinburgh, City of	11.4	Dumfries & Galloway	13.3	Falkirk	15.2
Renfrewshire	11.7	Angus	13.5	Moray	16.3
Perth & Kinross	11.8	Highland	13.9		

References: Scottish Government. Scottish Survey Core Question 2023 and 2024. Link

Smoking prevalence (ages 18+)

ONS Survey, Scotland

Year(s) of data: 2024

12% - a decline of more than five percentage points since 2019.

References: Office For National Statistics. (2025) Smoking habits in the UK and its constituent countries 2024. Annual Population Survey. Link

Smoking prevalence (ages 18+)

Smoking Toolkit, Scotland

Year(s) of data: 2024

2025	2024	2023	2022	2021
12.8%	12.8%	14.4%	14.2%	15.3%

References: The Smoking Toolkit Study - Scotland. Link

Action on Smoking & Health (Scotland) (ASH Scotland) is a registered Scottish charity (SC 010412) and a company limited by guarantee (Scottish company no 141711).

<table>
<tr>
<td>UK smoking (ages 16+) prevalence
ONS Annual Population Survey</td>
<td>2024</td>
<td>
<table>
<tr><th>2024</th><th>2023</th><th>2022</th><th>2021</th><th>2020</th></tr>
<tr><td>10.6%</td><td>11.1%</td><td>11.7%</td><td>12.3%</td><td>13.1%</td></tr>
</table>
men: 12.3%, women: 9%
(Note in 2024, due to a change in weighting methodology, figures for 2023-2020 were recalculated)
</td>
<td>Office For National Statistics. (2025) Smoking habits in the UK and its constituent countries, 2024. Annual Population Survey. Link</td>
</tr>
<tr>
<td>Worldwide – adults (ages 15+) smoking prevalence</td>
<td>2020</td>
<td>Globally, one in five adults smoked (21.7%) in 2020.
This is a significant decline from 32.7% (one in three) in 2000.

Despite this decline, the number of people who smoke has increased to 1.25 billion.
Tobacco use has declined significantly more in high-income countries and less in low-income countries.
Six countries have seen rising tobacco use prevalence. The tobacco industry remains influential in many countries, working to prevent the implementation of tobacco control policies.</td>
<td>WHO global report on trend in prevalence of tobacco smoking 2000-2030. Geneva, World Health Organization. 2024. Link</td>
</tr>
<tr>
<td>Age
Scottish Health Survey</td>
<td>2024</td>
<td>
<table>
<tr><th></th><th>16-24</th><th>25-34</th><th>35-44</th><th>45-54</th><th>55-64</th><th>65-74</th><th>75+</th></tr>
<tr><td>2024</td><td>12%</td><td>17%</td><td>14%</td><td>17%</td><td>1%</td><td>14%</td><td>5%</td></tr>
<tr><td>2023</td><td>14%</td><td>15%</td><td>16%</td><td>16%</td><td>15%</td><td>15%</td><td>6%</td></tr>
<tr><td>2022</td><td>17%</td><td>17%</td><td>15%</td><td>19%</td><td>15%</td><td>14%</td><td>6%</td></tr>
</table>
</td>
<td>Scottish Government. (2025). The Scottish Health Survey 2024. Online dashboard. Link</td>
</tr>
<tr>
<td>Deprivation
Scottish Health Survey</td>
<td>2024</td>
<td>In 2024, more than three times the number of people in the most deprived areas (SIMD 1) smoked compared to the least deprived (SIMD 5).
<table>
<tr><th></th><th>SIMD 1</th><th>SIMD 2</th><th>SIMD 3</th><th>SIMD 4</th><th>SIMD 5</th></tr>
<tr><td>2024</td><td>23%</td><td>19%</td><td>12%</td><td>8%</td><td>7%</td></tr>
<tr><td>2023</td><td>26%</td><td>17%</td><td>14%</td><td>11%</td><td>6%</td></tr>
<tr><td>2019</td><td>32%</td><td>22%</td><td>16%</td><td>12%</td><td>6%</td></tr>
</table>
</td>
<td>Scottish Government. (2025). The Scottish Health Survey. 2024, edition, volume 1, main report. Link</td>
</tr>
<tr>
<td>Long-term limiting health conditions</td>
<td>2024</td>
<td>21% of people living with long-term conditions smoked in 2023.
This is a significant drop from around 26% between 2015-2019, but it remains well above the average of smoking rate of people without limiting conditions, 12%.</td>
<td>Scottish Government. (2024). The Scottish Health Survey data dashboard. Link</td>
</tr>
<tr>
<td>Long-term mental health conditions
Scottish Health Survey</td>
<td>2019 and 2022</td>
<td>In 2022:
21% of people with a probable psychiatric disorder smoke, compared to 11% of people without.
20% of people with a long-term mental health problem smoke, compared to 14% without.
There is a strong correlation between smoking, deprivation and mental health, one-third (34%) of people with a probable psychiatric disorder from the most deprived communities (SIMD1) smoke compared to 10% of those from the least deprived communities (SIMD5)
In 2019:
28% of people with anxiety smoke, compared to 17% of people who don’t have anxiety.
33% of people with depression smoke, compared to 16% of people who don’t have depression.</td>
<td>Scottish Health Survey data analysed for ASH Scotland (not published)

2019 data is available in:
ASH Scotland (2022). Closing the Inequality Gap: Smoking and Mental Health. Available from: link
The data used in the report above is sourced from a combined dataset using both the 2018 and 2019 Scottish Health Survey:</td>
</tr>
<tr>
<td>Scotland Tobacco-generation end-game target</td>
<td>2023</td>
<td>The Scottish Government first announced its tobacco-free generation target (to reduce adult (ages 16+) smoking prevalence to 5% by 2034) in 2013. At this time, it was among the first nations in the world with an end-game target.

The Scottish Government's most up-to date tobacco control strategy, Tobacco and Vaping Framework: Roadmap to 2034, was published in November 2023.

In December 2025, they publish their first two-year implementation progress report: Tobacco and vaping framework implementation plan 2023-2025: progress update</td>
<td>Scottish Government (2023). Tobacco and Vaping Framework: Roadmap to 2034. Edinburgh: Scottish Government. Available from: Link

Scottish Government (2025) Tobacco and vaping framework implementation plan 2023-2025: progress update. ISBN 9781806435098. Available from: link</td>
</tr>
</table>

Tobacco attributable death and disease

<table>
<tr><th>Topics</th><th>Year(s) of data</th><th>Statistics</th><th>References</th></tr>
<tr><td>Scotland - smoking attributable deaths and hospital admissions</td><td>2022</td><td>There were 8,942 smoking-related deaths a year in Scotland (ages 35+), accounting for 21% of all annual deaths that can be attributable to smoking.

Of all conditions which can be caused by smoking, 27.5% of hospital admissions were attributable to smoking. There were 88,779 (broad measure) smoking-related hospital admissions every year in Scotland (ages 35+). 44,573 smoking-attributable deaths using the narrow measure.

47% of all cancers and 44.3% of all respiratory related conditions hospital admissions were linked to smoking.</td><td>Scottish Public Health Observatory (ScotPHO). (2024). Tobacco use: smoking attributable deaths. 2022. Available from: link
Scottish Public Health Observatory (ScotPHO). (2024). Tobacco use: smoking attributable admissions 2022. Available from: link</td></tr>
<tr><td>Scotland - years of healthy life lost in middle age (ages 35-69) for deaths attributable to smoking</td><td>2004</td><td>22 years of life are lost, on average, among men and women who die in middle age (ages 35-69) as a result of smoking.</td><td>Health Scotland, ISD Scotland and ASH Scotland (2007). An atlas of tobacco smoking in Scotland: A report presenting estimated smoking prevalence and smoking-attributable deaths within Scotland. NHS Scotland/Scottish Public Health Observatory. Available from: link</td></tr>
<tr><td>Scotland – smoking attributable deaths by age</td><td>2022</td><td>Only 6% of smoking-attributable deaths occur before the age of 54.
Most deaths (51%) occur after 75 years of age.

35-44 1.2%, 44-54 5.5%, 55-64 14.5%, 65-74 29.3%, 75+ 49.6%
<table>
<tr><th></th><th>16-24</th><th>25-34</th><th>35-44</th><th>45-54</th><th>55-64</th><th>65-74</th><th>75+</th></tr>
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</table>
It is important, however, to keep in mind that the disease path leading to smoking-attributable deaths tends to begin decades earlier.</td><td>Scottish Public Health Observatory (ScotPHO). (2024). Tobacco use: smoking attributable deaths. 2022. Excel tables. Available from: link</td></tr>
<tr><td>Scotland - smoking attributable deaths by deprivation</td><td>2022</td><td>In 2022 the smoking-attributable death rate was over three times higher in the most deprived quintile than in the least deprived quintile.
SIMD 1) 32%, 2) 26%, 3) 19%, 4) 13%, 5) 9%)</td><td>Scottish Public Health Observatory (ScotPHO). [2022]. Tobacco use: smoking attributable deaths. Excel tables Available from: link</td></tr>
<tr><td>Years of life lost by deaths attributable to smoking (all ages)</td><td>2000</td><td>On average, people who are life-long smokers (who start early in adult life and never stop) die about 10 years sooner than non-smokers.</td><td>Peto R, Watt J, Boreham J. Deaths from smoking. Clinical Trial Service Unit and Epidemiological Studies Unit (CTSU), University of Oxford. Available from: Link</td></tr>
<tr><td>Worldwide - smoking attributable deaths</td><td>2018</td><td>‘Globally, tobacco use killed 100 million people in the 20th century, much more than all deaths in World Wars I and II combined. Tobacco-related deaths will number around 1 billion in the 21st century, if current smoking patterns continue. Among middle-aged people, tobacco use is estimated to be the most important risk factor for premature death by men and the second most important risk factor for women (following high blood pressure) in 2010–2025.’</td><td>Drope J, Schluger N, Cahn Z, Drope J, Hamill S, Islami F, Liber A, Nargis N, Stoklosa M. 2018. The Tobacco Atlas. Atlanta: American Cancer Society and Vital Strategies. Available from: Link</td></tr>
</table>

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Cost to the NHS and Society			
Topics	**Year(s) of data**	**Statistics**	**References**
Scotland - cost to the healthcare system	**2025**	Smoking costs NHS Scotland an £172 million every year.	ASH Scotland (2025) Briefing Smoking and the Economy in Scotland. Link
Scotland - cost to society	2025	Approximately £1.6 billion annually.. A 2025 Scottish Government report found that smoking-associated cost to health services, social care and fire-related incidents are estimated to cost £1.6 billion in 2025/26.	Scottish Government (2025) Scotland's Public Service Reform Strategy — Delivering for Scotland. July 2025. Scottish Government. Link
England – Cost to NHS England	2015	£2.6 billion was the total estimated smoking-related cost to NHS England in 2015.	Public Health England (2017) Cost of smoking to the NHS in England: 2015. 8 July 2017. Available from link
Society cost and economic damage UK	2025	The societal and economic damage caused by tobacco in the UK adds up to more than £50 billion every year.	Action on Smoking and Health (England) (2025) Economic impact of smoking. Link

Young people – smoking and e-cigarette use			
Topics	**Year(s) of data**	**Statistics**	**References**
Smoking			
Scotland - smoking prevalence among 13 and 15- year-olds **Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS) and the Health and Wellbeing Census**	2021-2022 Trends Prevalence by Sex	Similar to 2018, in 2021/22, almost all 13-year-olds (94.5%) were non-smokers. 0.8% of S2 pupils were occasional smokers, and 1.6% reported regular smoking (at least one cigarette per week). Similar to 2018, regular smoking was more common among 15-year-olds, as 4.3% of S4 pupils reported regular smoking, and 2.4% were occasional smokers. 92.3% were non-smokers. Highest rates of regular smoking among 13-year-olds were 8% in 1998, and 29% in 1996 among 15-year-olds. During the previous three decades, smoking prevalence tended to be higher among female students, but this is no longer true.	Scottish Government. Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS): Smoking Report 2018. 2019. Available from: link Scottish Government. Health and Wellbeing Census 2021-2022. (2023). Available from: link Note: Whilst SALSUS and the Health and Wellbeing Census are broadly comparable, they are different surveys with different methodologies.

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Scotland – smoking prevalence among 11, 13 and 15-year-olds **Health Behaviour In School-aged Children (HBSC) Survey Results**	2021-2022 Trends Gender differences	9% of adolescents reported ever trying a cigarette, but rates varied with age 1% of 11-year-olds, 6% of 13-year-olds, 20% of 15-year-olds 5% of young people reported current smoking (smoked at least once in last 30 days) 3% of 13-year-olds, 11% of 15-year-olds Smoking rates (both lifetime and current) have remained the same since 2018 but have declined steadily since the survey began collecting data on tobacco use in 1990. In 1990, 53% of 15-year-olds reported smoking at least once in their lifetime. This figure reached its peak in 1998 at 63%, compared to 20% in 2022. In 1990, 21% of 15-year-olds reported current smoking. This figure reached its peak in 1998 at 30%, compared to 11% in 2022, the lowest rate in 32 years. There were no gender differences in lifetime or regular cigarette smoking.	Inchley, J., Mabelis, J., Brown, J., Willis, M., Currie, D. (2023) Health Behaviour in School-aged Children (HBSC) 2022 Survey in Scotland: National Report. MRC/CSO Social and Public Health Sciences Unit, University of Glasgow. Available from: Link
Scotland - smoking prevalence amongst young adults (ages 16 - 24) **Scottish Health Survey**	2024	12% of adults aged 16-24 were current smokers, with 14% men and 10% women. Smoking prevalence among young adults (16-24) declined by 4 percentage point from 2023, only a minor decline compare to 2019 (14%).	Scottish Government. (2025). The Scottish Health Survey. 2024, edition, volume 1, main report. Link
E-cigarette use			
Scotland – e-cigarette use prevalence among 13 and 15-year-olds **SALSUS and the Health and Wellbeing Census**	2021-2022 Trends Prevalence by sex	In 2021-2022, 6.8% of 13-year-olds and 14.8% of 15-year-olds reported current e-cigarette use. 4.3% of 13-year-olds and 10.1% of 15-year-olds regularly used e-cigarettes. E-cigarette use primarily occurs in regular and occasional (tobacco) smokers in both 13- and 15-year-olds. There has been a significant increase in e-cigarette use in all groups between 2013 - 2022. Regular e-cigarette use increased sharply between 2018-2022 compared with 2015-2018. 7.7% of male students and 5.8% of female students reported regular e-cigarette use. 11.6% of female students and 8.8% of male students reported use of e-cigarettes at present.	Scottish Government. Scottish Schools Adolescent Lifestyle and Substance Use Survey (SALSUS): Smoking Report 2018. (2019). Available from: Link Scottish Government. Health and Wellbeing Census 2021-2022. (2023). Available from: Link

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Scotland – e-cigarette prevalence among 11, 13 and 15-year-olds **Health Behaviour In School-aged Children (HBSC) Survey**	2021-2022 Trends	18% of adolescents reported ever trying an e-cigarette, but rates varied with age: 4% of 11-year-olds, 16% of 13-year-olds, 36% of 15-year-olds 12% of young people reported current e-cigarette use (used at least once in last 30 days): 3% of 11-year-olds, 10% of 13-year-olds, 25% of 15-year-olds There have been definite increases in both lifetime and current use of e-cigarettes since 2018. In 2018, e-cigarette rates resembled smoking rates, but in 2022 e-cigarette rates were far higher than smoking rates. In 2018, 16% of adolescents reported lifetime use. It was 18% in 2022. In 2018, 7% of 15-year-olds reported current e-cigarette use. It was 25% in 2022.	Inchley, J., Mabelis, J., Brown, J., Willis, M., Currie, D. (2023) Health Behaviour in School-aged Children (HBSC) 2022 Survey in Scotland: National Report. MRC/CSO Social and Public Health Sciences Unit, University of Glasgow. Available from: Link Inchley, J., Mokogwu, D., Mabelis, J., Currie, D. (2020) Health Behaviour in School-aged Children (HBSC) 2018 Survey in Scotland: National Report. MRC/CSO Social and Public Health Sciences Unit, University of Glasgow. Available from: Link
United Kingdom – e-cigarette prevalence among young people (ages 11 - 17)	2025	Among young people aged 11-17, 7% reported currently using e-cigarettes, remaining at the same rate since 2022. This followed a significant rise from 3% prevalence in 2021, strongly associated with disposable e-cigarettes. Smoking prevalence increased to 5.4%, up from 5.1% in 2024 and 3.6% in 2023. The highest since 2017. 4% among young people are regular vapers (at least weekly) and 3% report vaping occasionally. There was a minor decline in current vaping among 16-18-year-olds. Rates among 11-15-year-olds did not decline.	Action on Smoking and Health (ASH). Use of e-cigarettes (vapes) among young people in Great Britain. (2025).. Available from: link
Other nicotine products and youth related facts			
Scotland - initiation (number)	2024	Every day 28 young adults aged 18-25 start smoking regularly in Scotland. That is 10,312 every year, 859 a month, 198 every week. Note: These figures are calculations made by ASH Scotland based on the referenced research.	Action on Smoking and Health (England) (2024) Every day 350 young adults aged 18-25 start smoking regularly. Link Analysis by UCL available on the Open Science Framework at: https://osf.io/nu2rp/
Age of smoking initiation	2014	Around three-quarters (77%) of smokers started before their 18th birthday.	Department of Health and Social Care (2017) Towards a smoke-free generation: a tobacco control plan for England. Pg9. Link
Scotland - availability and sources of tobacco and e-cigarettes	2018-2022	23% of 13-year-old and 29.6% of 15-year-old regular smokers purchase tobacco from shops. 47% of 13-year-olds and 69% of 15-year-olds get somebody else to buy them cigarettes. 4% of 13-year-olds and 6.1% of 15-year-olds buy cigarettes online (see the reference for additional sources of cigarettes). 39.5% of 15-year-olds by e-cigarettes from shops. 37.7% buys from someone they know. 10.7% buys from the Internet	Scottish Government. Health and Wellbeing Census 2021-2022. (2023). Available from: Link
Novel nicotine products – Heated tobacco products and Nicotine pouches	2025 2024	Nicotine pouch use: Among children and young people aged 11-17, 43% are aware of nicotine pouches as a product, up from 38% in 2024. Ever use and current use increased to 3.8% and 1.5% from 3.3% and 1.5% in 2024. Heated tobacco products: A survey among young people aged 16-19 in England found that past 30-day use had almost quadrupled from 0.6% in 2018 to 2.2% in 2024.	Action on Smoking and Health (England) (2025) Press release: ASH calls for swift legislation on nicotine pouches as new data shows surge in youth awareness. 16 June 2025. Link Hammond, D et al. (2024) Trends in the use of nicotine products among youth in Canada, England, & the US between 2017 and 2023 findings from the ITC youth tobacco & vaping survey. International Tobacco Control Policy Evaluation Project (ITC). Link

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Pregnancy

Topics	Year(s) of data	Statistics	References
Scotland - pregnancy, smoking at booking	2025	7% of pregnant women report smoking at the first midwife appointment. A decline from 8.3% in 2024 and 12.3% in 2020. Pregnant women in the most deprived quintile are 10 times more likely to smoke at the time of maternal booking. Deprivation quintiles SIMD1: 13.1% | SIMD2: 9.3% | SIMD3: 5.9% | SIMD4: 3% | SIMD5: 1.3% Age groups <20: 13% | 20-24: 11.2% | 25-29: 7.4% | 30-34: 5.6% | 35-39: 5.8% | 40+: 8.0%	Public Health Scotland (2026) Antenatal booking in Scotland. Data files, Table 2. Maternal smoking status. link

E-cigarettes and novel nicotine products

Scotland – e-cigarette use among adults (ages 16+) Scottish Health Survey	2024 Men/ Women Age groups	10% of the Scottish adult population are current e-cigarette users. There are no significant differences between by men and women. The increase in e-cigarette use occurred primarily among younger age groups. **16-24** 18% | **25-34** 15% | **35-44** 12% | **45-54** 10% | **55-64** 8% | **65-74** 5% | **75+** 2% | All 10% **2024** 18% | 15% | 12% | 10% | 8% | 5% | 2% | 10% **2023** 22% | 15% | 12% | 12% | 12% | 5% | 2% | 12% **2022** 15% | 13% | 10% | 12% | 8% | 6% | 1% | 10% **2019** 5% | 6% | 11% | 8% | 9% | 5% | 1% | 7%	Scottish Government. (2025). The Scottish Health Survey. 2024, edition, volume 1, main report. Supporting documents. Chapter 8 – Smoking tables Link
UK - adult (ages 16+) e-cigarette use Office for National Statistics	2024 Dual use	One in 10 (10%) people in the UK are current e-cigarette users, up from 8.7% in 2022 and 6.4% in 2020. 6.7% of the population of Britain reported daily e-cigarette use, while 3.3% reported occasional use. Whilst there have been increases in all age groups the largest rise in e-cigarette use in the last four years is among the 16-24 age group, which more than double from 7% in 2020 to 15% in 2024. . Among never-smokers, daily e-cigarette users more than doubled since 2022, but remains low at 1.3% Among smokers, one third (32.8%) also use an e-cigarette daily or occasionally.	Office for National Statistics. 2025. E-cigarette use in Great Britain in 2024. Available from: link
Scotland – use of e-cigarettes among young people	2021-2022	See ‘Young People’ section above	

Heated Tobacco Products	2025 2024 Adolescents	Heated tobacco products – also known as heat-not-burn, tobacco-heating-system or tobacco vaporisers – are relatively new, having been available on the UK market since around 2016. They consist of a device that looks like an e-cigarette in which a tobacco or herbal stick is fitted. Awareness is increasing rapidly. The number of adults who had heard of heated tobacco products increased from 9% in 2017, 19% in 2025 and 28% in 2025. 3.3% have ever tried and 0.7% currently use them. Current use among ex-smokers and never-smokers is less than 1%. Ever-use has more than doubled since 2020 among people who smoke (4.4% to 9.6%), ex-smokers (1.2% to 2.7%) and never-smokers (0.3% to 0.8%). An English survey among 16-19 year olds found that past 30-day use had almost quadrupled from 0.6% in 2018 to 2.2% in 2023.	Action on Smoking and Health (England) (2025) Heated Tobacco. Link Hammond, D et al. (2025) Trends in the use of nicotine products among youth in Canada, England, & the US between 2017 and 2024 findings from the ITC youth tobacco & vaping survey. International Tobacco Control Policy Evaluation Project (ITC). Link
Nicotine Pouches	2025 2024 Adolescents	Although the prevalence of nicotine pouches remains low in the UK, there has been a rapid increase in use during the last few years. A 2025 UK survey shows 1.1% of adults currently use nicotine pouches and 6% have tried them both doubling from 2020. The largest increase was seen among males and young adults. A 2024 survey among young people aged 16-19 in England found 4% had used in the past 30 days double from 2023.	Action on Smoking and Health (England) (2025) Press release: ASH calls for swift legislation on nicotine pouches as new data shows surge in youth awareness. 16 June 2025. Link Hammond, D et al. (2025) Trends in the use of nicotine products among youth in Canada, England, & the US between 2017 and 2024 findings from the ITC youth tobacco & vaping survey. International Tobacco Control Policy Evaluation Project (ITC). Link

Smoking cessation

Topics	Year(s) of data	Statistics	References
Scotland – smoking cessation, who wants to give up	2023/24	52% of people in Scotland who smoke report that they want to quit. This is a significant decline from around 66% (two-thirds) year on year in the last decade. People from the least deprived communities (SIMD5) who smoke are slightly more likely to want to quit than those form the most deprived communities (SIMD1): 59% vs 51%	Scottish Government. (2024). The Scottish Health Survey data. Unpublished.

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Scotland – smoking cessation service performance	2023-2024	Whilst there was a minor increase in number of quit attempts using the NHS stop smoking services, there has been a long-term decline in people who smoke using the services. In 2023/24, the number of attempts to stop smoking made with the help of NHS smoking cessation services increased to 30,314, a 12.4% increase from 2022/23 (26,963). This increase is slightly below 20/21 and 21/22 figures and well below the 48,700 quit attempts before the COVID pandemic (2019/20). Of the quit attempts, 44.6% (13,517) self-reported smoke-free at four weeks and 28.9% at 12 weeks. The quit success rate increased during the COVID-19 pandemic and remains elevated. Most quit smoking attempts are made through pharmacy services, however, the specialist Quit Your Way services have the highest smoking cessation success rates.	Public Health Scotland. NHS Stop Smoking Services Scotland, 2023/24. (December 2024). Link

Second-hand smoke exposure

Scotland – children's exposure to second- hand smoke in home	2024	4% of children (aged 0-15) reported exposure to second-hand smoke in their home. This figure has significantly declined over time from 6-7% between 2015-2019 and 12% in 2012. There are significant differences by deprivation (SIMD) group. 12% of children from the most deprived quintile (SIMD1) reported being exposed to smoke in their home, an increase from 8% in 2023, compared to less than 1% in the least deprived quintile (SIMD5) 6% of children reported to being exposed to passive smoke in public places, a figure that has not changed significantly in the past decades.	Scottish Government. (2025). The Scottish Health Survey data dashboard. Link

The Tobacco industry

Topics	Year(s) of data	Statistics	References
UK - market value	2025	£22 billion (30.17 billion US $)	Statistica. Revenue in the tobacco products market in the United Kingdom from 2018 to 2030. Available from: Link
UK - illicit trade/tobacco duty gap	2023/24	The tobacco duty gap is the difference between expected tobacco duty income and that which is collected. Causes for this gap include illicit trade, tax evasion. It is a measure of the size of the illicit tobacco market in the UK. In the tax year 2023/24, the tobacco (cigarettes and hand-rolling tobacco) duty gap was 13.8% of the theoretical tobacco duty liability, equating to £1.4 billion. Similar to 2022/23. The tobacco duty gap for (pre-rolled) cigarettes was 10.5% (£0.8 billion). The tobacco duty gap for hand-rolling tobacco was 22.9% (£1.6 billion). Since 2005/06, the tobacco duty gap has decreased from 21.7% to 13.8% in 2022/23. Figures, however, have remained similar since 2010/11.	HM Revenue & Customs. Measuring tax gaps 2025 edition: tax gap estimates for 2023 to 2024. (June 2025). Link

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World – revenue	2022	The tobacco products market worldwide is projected to generate a revenue of US$1.0tn in 2026. The profits of the world's six largest cigarette manufacturers (before income taxes) of more than US$55 billion in 2018.	Statistica (2026) Tobacco Products – Worldwide. Link Branston (2019) Industry profits continue to drive the tobacco epidemic: A new endgame for tobacco control? https://doi.org/10.18332/tpc/138232
World – profit	2018	US$55 billion The 2018 profits of the top six tobacco companies exceeded the combined profits of Coca-Cola Company, PepsiCo, General Mills, Nestle, Mondelez, Starbucks, Heineken, and Carlsberg in the same year.	Branston, J. R. (2021). Industry profits continue to drive the tobacco epidemic: A new endgame for tobacco control?. Tobacco Prevention & Cessation, 7(June), 45. https://doi.org/10.18332/tpc/138232
UK - profit	2023	The estimated profit of the tobacco industry in 2023 was £900 million.	APPG on Smoking and Health Manifesto for a Smokefree Future (2023) Make Smoking History: A cross Government strategy to improve the nation's health, wealth and productivity. All Party Parliamentary Group on Smoking and Health. link
Tax issues - UK	2019	1.5 billion is the calculated shortfall i.e. cost to society of smoking versus the tax income. Many tobacco companies shift their corporate structures to minimise their UK tax bills For the last seven years (since 2016) Imperial has only paid an effective rate of 12.6% and generally a lot lower, BAT has paid virtually nothing, while PMI's subsidiary reports its UK profits in a way wholly out of line with the size of its UK market share. Only Gallaher has paid at anything like the UK rate in the recent years	Branston, J. R. & Gilmore, A. B. The failure of the UK to tax adequately tobacco company profits. J. Public Health (Bangkok). 1–8 (2019) https://doi.org/10.1093/pubmed/fdz004

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