

## Unmasking the Appeal: Countering Nicotine and Tobacco Addiction

On this World No Tobacco Day 2026, the International Network of Health Promotion Foundations (INHPF) reaffirms our commitment to protecting all people, particularly youth and those in marginalized situation from the harms of tobacco and nicotine.

As commercial determinants of health, corporate practices by the tobacco industry continue to prioritize profit over public well-being and undermine evidence-based public health policies. While conventional cigarette consumption remains massive at a projected 4.5 trillion sticks in 2026<sup>[i]</sup>, the global e-cigarette market has rapidly expanded—valued at USD 45.7 billion in 2025 and projected to reach USD 462.1 billion by 2033, growing at over 34% annually.<sup>[ii]</sup>

This expansion disproportionately affects young people. Worldwide, 40 million adolescents (aged 13–15) use tobacco, and 15 million use e-cigarettes. Alarming, adolescents are now nine times more likely to vape than adults.<sup>[iii]</sup> By utilizing alluring flavors, toy-like designs, and relentless digital marketing, the industry intentionally traps youth in addiction<sup>[iv]</sup>, while also simultaneously creating a severe environmental crisis from toxic waste generated by these products.<sup>[v]</sup>

To safeguard public health, uphold the principles of the WHO Framework Convention on Tobacco Control (WHO FCTC), and mitigate these harmful commercial influences, the INHPF calls on governments, policymakers and relevant stakeholders to urgently implement the following comprehensive policy actions:

- **Regulate to Reduce Access to Electronic Nicotine Devices:** Policymakers are urged to implement evidence-based public health measures to reduce access to e-cigarettes, heated tobacco products, and other new tobacco and nicotine products. In contexts where total bans cannot be immediately realized, it is imperative to eliminate flavors (which are often used to attract young users), mandate plain packaging of products, and strictly control product content and designs to minimize toxicity and appeal.
- **Implement Comprehensive Marketing Regulations:** Implementing bans on all tobacco and nicotine advertising, promotion, and sponsorship is essential. Governments must close loopholes in international digital marketing, outlaw social media "influencer" endorsement, and eliminate point-of-sale displays. We further advocate for evidence-based excise taxes on all tobacco and nicotine products to reduce affordability for youth, preventing these products from acting as low-cost gateways to lifelong addiction.
- **Strengthen Enforcement Frameworks:** The illicit supply of tobacco and nicotine products risks undermining decades of progress in reducing the prevalence of use of these products. Addressing this threat requires coordinated action between public health and enforcement agencies to implement effective legislative frameworks that disrupt and deter illicit supply. Given that consumer demand ultimately fuels this market, legislative measures must be reinforced by evidence-based strategies that support cessation and prevent uptake.

- **Strengthen Safeguarding Policies (WHO FCTC Article 5.3):** A fundamental and irreconcilable conflict exists between the core objectives of the tobacco industry and public health. We urge policymakers to accelerate the full implementation of WHO FCTC Article 5.3 to shield public health from vested commercial interests. Governments must interact with the industry only when strictly do so transparently. Public health governance must be defended by rejecting all partnerships, non-binding agreements, and so-called "socially responsible" activities initiated by the tobacco and nicotine industries, which serve only as public relations strategies to undermine public health measures.
- **Enforce Environmental Protection Measures:** Environmental accountability must be enforced through "polluter pays" and extended producer liability principles, ensuring industries bear the cost of toxic waste disposal. Ban single-use products like disposable e-cigarettes.
- **Advance an Integrated Prevention Framework:** We call on governments to embed prevention within all societal systems. Early childhood education must incorporate comprehensive health literacy to instill refusal skills well before young people are targeted by the industry and exposed to tobacco and nicotine products.
- **Invest in Community-Led Solutions:** It is imperative to ensure sustainable, long-term funding for health promotion to build resilient, health-supportive environments. These dedicated financial investments empower local communities to enact proactive measures and maintain public health frameworks that are entirely independent of industry influence.
- **Invest in Evidence-Based Demand Reduction Measures:** The supply of nicotine products is ultimately driven by consumer demand. We call on governments to sustainably invest in evidence-based demand reduction strategies, including the equitable dissemination of Nicotine Replacement Therapies and the implementation of mass media campaigns to support cessation.

Achieving sustainable solutions requires coordinated policy action that places public health at the forefront. Fragmented approaches are insufficient to address rapid market expansion and ongoing industry influence. INHPF urges leaders across all sectors to prioritize the well-being of current and future generations. Strengthened evidence-based and consistently enforced policy implementation are essential to break the cycle of addiction and safeguard a nicotine-free future for the next generation.

---

<sup>[i]</sup> GlobalData. (2026). [Global and regional tobacco market data](#) [database]. Accessed April 2026 (custom data extraction)

<sup>[ii]</sup> Grand View Research. (n.d.). [Global e-cigarette and vape market report](#)

<sup>[iii]</sup> World Health Organization. (2026). [World No Tobacco Day 2026 campaign page](#).

<sup>[iv]</sup> International Network of Health Promotion Foundations. (2026). [INHPF Tobacco Control Report Card 2026](#).

<sup>[v]</sup> Grand View Research. (n.d.). [Global e-cigarette and vape market report](#)