



INTRODUCTION

The **Malaysian Vapers Alliance (MVA)** is a non-profit advocacy group that supports the use of vaping products to help smokers quit, while advocating for Malaysian vapers. We know that **vaping has already changed the lives of millions of smokers** for the better locally and globally, and to continue in this goal, regulators must develop a framework for vaping that is evidence-based and differentiated from cigarettes.

In **July 2023**, MVA embarked on a **five-week tour to engage with Malaysian vapers** to demystify common misperceptions on vape. Most importantly, we used this opportunity to learn about the consumption patterns of vapers as well as their views of key topics within the industry.

Our tour had a total of **nine stops across Kuala Lumpur, Selangor, Melaka and Penang**. We interacted with over 5,000 vapers and surveyed a **total of 708 respondents**.

EXECUTIVE SUMMARY



Most vapers are aware of the generation endgame (GEG) policy, but do not support it. However, they are strongly supportive of the move to introduce regulations that are different from cigarettes



Majority vapers choose to vape because it helps them quit smoking



There is a rise in disposable vape, with a majority preferring products with more than 10 millilitre (ml) e-liquids (5,000 puffs) and between 2 - 4ml e-liquids (600 – 1,200 puffs)



Majority vapers who use nicotine in e-liquids prefer a nicotine level of up to 40 milligram (mg) per ml



Malaysian vapers prefer fruit flavoured e-liquids



Vapers are aware of tobacco harm reduction (THR) strategies and think that every cigarette smoker should be educated on this

RESULTS

Majority of vapers are ex-smokers.
They have switched to vape because it helps them quit smoking.

73.7% vapers are ex-smokers

80.1% switched to vape as it helped them quit smoking

Malaysian vapers are aware of GEG but do not support it. They do however support the introduction of regulations that are differentiated from cigarettes.

Vapers are willing to purchase unregulated products if a ban on vape is implemented, or if regulations are not in line with their consumption habits.



59.6%
are aware of GEG



96.6%
do not agree with GEG



84%

support the move to introduce vape regulations that are differentiated from cigarettes



66.9%

will turn to unregulated products if regulations are not in line with their consumption habits

Majority vapers prefer nicotine liquids and use an open or closed system but there is a significant growth trajectory in disposable vape. Fruity flavours are the most popular.



Vapers who purchase disposable vape prefer products with more than

10ml e-liquids (more than 5,000 puffs) **29.9%**

or 2 - 4ml e-liquids (600 - 1,200 puffs) **38.2%**



25.8%

interchange their products

47.8%

prefer an open or closed system

26.4%

prefer disposable vape



53%

prefer fruit flavoured e-liquids



Vapers primarily use nicotine-based e-liquids with a nicotine level of up to 40mg per ml

76.1%

96.1%

Most vapers are aware of THR strategies and agree that it is the best approach to quit smoking. They strongly advocate for THR education, especially amongst current cigarette smokers.

75.8%

understand the concept of THR



85.8%

believe cigarette smokers should be educated on THR

RECOMMENDATIONS



Regulate vape, but without GEG policy



The GEG policy will risk having long-term negative consequences. Treating vape and smoking as the same overlooks the substantial harm reduction potential of vaping. Equating the two products may inadvertently dissuade smokers from transitioning to a less harmful alternative. It is imperative to recognise that vaping has shown promise in helping smokers quit traditional cigarettes. To ensure consumer safety and encourage responsible adoption, regulations must be tailored to acknowledge the relative harm reduction benefits of vaping over smoking.

Acknowledge the harm reduction potential of vape



It is paramount to acknowledge and actively promote THR as a viable strategy to reduce smoking prevalence. Vaping has emerged as an effective method for smokers seeking to quit smoking. Incorporating evidence-based harm reduction approaches into regulatory frameworks can play a pivotal role in curbing smoking rates. To achieve this, regulations should foster an environment where vaping products are accessible, regulated, and supported as cessation tools.

Regulations must be comprehensive



All vape products, including newer innovations such as disposable vape, must be included when regulations are introduced. By ensuring a level playing field across the market, the government can maintain consistent safety standards and prevent access to minors. Furthermore, regulations must be in sync with consumer behaviours and preferences to avoid inadvertently driving consumers towards unregulated products. Balancing consumer demands with safety concerns is essential to deter illegal trade and safeguard public health effectively.