

E-CIGARETTE BAN & REGULATION:

Global Status as of May 2025

**A. TERMINOLOGY:**

1. E-cigarettes: The term e-cigarettes is the generic term used to encompass a broader range of electronic nicotine delivery systems (ENDS) and electronic non-nicotine delivery systems (ENNDS), such as e-pipes, e-shishas and e-cigars.^[1] ENDS and ENNDS do not necessarily contain tobacco and instead vaporize a solution composed of numerous compounds, which include nicotine in the case of ENDS, or may not contain nicotine in the case of ENNDS.^[2]

2. Characterizing Flavor: The Directive 2014/40/EU^[3], taking into account the recommendations in the Guidelines to Articles 9 and 10 of the World Health Organization Framework Convention on Tobacco Control (WHO FCTC)^[4], defines characterizing flavor as “a clearly noticeable smell or taste other than one of tobacco, resulting from an additive or a combination of additives, including, but not limited to, fruit, spice, herbs, alcohol, candy, menthol or vanilla, which is noticeable before or during the consumption of the tobacco product;.”

B. 46 COUNTRIES BAN SALE OF E-CIGARETTES: ^[5]

The sale/distribution of e-cigarettes is banned in the following forty-six (46) countries:

Argentina, Bahrain, Brazil, Brunei Darussalam, Cabo Verde, Cambodia, Chile*, Colombia*, Democratic People’s Republic of Korea, Egypt*, Ethiopia, Gambia, India, Iran (Islamic Republic of), Iraq, Jordan, Kazakhstan**, Kuwait*, Lao People’s Democratic Republic, Lebanon*, Malaysia, Maldives**, Marshall Islands**, Mauritius, Mexico, Nicaragua, Norway, occupied Palestinian territory, Oman, Palau**, Panama, Papua New Guinea**, Qatar, Singapore, Sri Lanka, Suriname, Syrian Arab Republic, Thailand, Timor-Leste, Türkiye, Turkmenistan, Uganda, Uruguay, Vanuatu, Venezuela (Bolivarian Republic of) and Vietnam**.*

C. 82 COUNTRIES ALLOW SALE OF E-CIGARETTES BUT REGULATE THEIR SALE AND DISTRIBUTION: ^[6]

In eighty-two (82) countries that permit the sale of e-cigarettes, there are regulations around sale such as cross-border sale restrictions/regulations, restrictions in venues where they can be sold, access restrictions, or other restrictions:

*Albania, Algeria, Andorra, Armenia, Australia, Austria, Azerbaijan, Bangladesh**, Barbados, Belarus, Belgium, Benin, Bolivia (Plurinational State of), Bulgaria, Cameroon, Canada, China, Congo, Costa Rica, Côte d'Ivoire, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, El Salvador, Estonia, Fiji, Finland, France, Georgia, Germany, Greece, Guyana, Honduras, Hungary, Iceland, Indonesia**, Ireland, Israel, Italy, Jamaica, Kenya, Kyrgyzstan, Latvia, Lithuania, Luxembourg, Malta, Monaco, Montenegro, Nepal, Netherlands (Kingdom of the), New Zealand, Niue, North Macedonia, Paraguay, Philippines, Poland, Portugal, Republic of Korea, Republic of Moldova, Romania, Russian Federation, Saint Lucia, Samoa, San Marino, Saudi Arabia, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland**, Tajikistan, Togo, Tuvalu, Ukraine, United Arab Emirates, United Kingdom, the United States, and Uzbekistan.*

Note: Of the other countries where e-cigarettes are not banned, at least four (4) countries** (Belgium, France, New Zealand, United Kingdom) have specifically banned disposable vapes, with the bans enacted on health and environmental grounds.

D. 43 COUNTRIES REGULATE NICOTINE AND/OR OTHER CONTENT(S) OF E-CIGARETTES: ^[7]

Of the eighty-two (82) countries allowing the sale of e-cigarettes, at least forty-three (43) countries regulate the amount (concentration/volume) of nicotine in e-liquids, “OR” do not permit the use of ingredients (other than nicotine) that pose a risk to human health in heated or unheated form in nicotine-containing e-liquid or regulate flavors in e-liquid, “OR” regulate the quality of nicotine and other ingredients used to manufacture the e-liquid; require products to pass safety and quality evaluation; or have instituted other safety-related regulations for e-cigarettes.

*Albania, Australia, Austria, Belgium, Bulgaria, Canada, Croatia, Cyprus, Czech Republic, Denmark, England, Estonia, Finland, France, Germany, Greece, Iceland, Ireland, Israel, Italy, Jordan, Latvia, Lithuania, Luxembourg, Malta, Moldova, Montenegro, Netherlands (Kingdom of the), New Zealand, Northern Ireland, Pakistan**, Paraguay, Philippines, Poland, Portugal, Romania, Saudi Arabia, Scotland, Slovakia, Slovenia, Spain, Sweden, and Wales.*

E. 19 COUNTRIES BAN USE OF FLAVORS/ CHARACTERIZING FLAVORS: ^[8]

Excluding countries that ban the sale of e-cigarettes, ten (10) countries have adopted a ban on the characterizing flavors in e-cigarettes. These countries have banned all the flavors other than the tobacco flavor:

*Bulgaria***, *China****, *Finland*, *Hungary*, *Latvia****, *Lithuania*, *Montenegro*, *Netherlands (Kingdom of the) ****, *Slovenia**** and *Ukraine****

Excluding countries that ban the sale of e-cigarettes, nine (9) countries have adopted a ban on certain selected flavors, and/or permit specific flavors:

*Australia****, *Canada****, *Denmark*, *Estonia*, *Germany*, *New Zealand*, *Philippines*, *Saudi Arabia*, and *the United States****.

F. OTHERS:

There is no reliable information available in other countries and are hence, not listed here. E- cigarettes are found/ likely permitted in many African^[9]/ Latin American^[10] countries, although in many cases, there are no specific laws allowing/ disallowing the same.

Based on the May 2025 update (as opposed to the Oct 2024), there are at least 5 more countries that have banned e-cigarettes and flavors.

Acknowledgements and Authorship



This brief was prepared by Deborah Sy of the Global Center for Good Governance in Tobacco Control (GGTC). Farah Niazi acknowledged for providing additional references. Rajika Mahajan and Alvin Escritor are acknowledged for formatting and editorial support. GGTC empowers changemakers with cutting-edge strategies and tools to ensure that the health of millions around the world would not suffer at the hands of the tobacco industry.

SOURCES:

* “Table 1: ENDS bans per WHO regions (indicative).” Source: Background Paper: Disposable electronic cigarettes (D-ENDS) in selected countries and their characteristics. A short overview of the available evidence. Available at: [There is no reliable information available in other countries and are hence, not listed here. E- cigarettes are found/ likely permitted in many African\[i\]/ Latin American\[ii\] countries, although in many cases, there are no specific laws allowing/ disallowing the same.](#)

** Included based on information from country contacts and media outlets. For more information on these countries, see: [Bangladesh \(2024\)](#), [Belgium \(2025\)](#), [Bulgaria \(2023\)](#), [France \(2025\)](#), [Indonesia \(2025\)](#), [Kazakhstan \(2024\)](#), [Maldives \(2024\)](#), [Marshall Islands \(2023\)](#), [New Zealand \(2024\)](#), [Pakistan \(2024\)](#), [Palau \(2023\)](#), [Papua New Guinea \(2025\)](#), [Switzerland \(2023\)](#), [United Kingdom \(2025\)](#), [Vietnam \(2025\)](#). In addition to countries, jurisdictions that ban sale of e-cigarettes include: [Hong Kong SAR \(2022\)](#), [Macau SAR \(2022\)](#), and [Taiwan ROC \(2023\)](#).

*** Restrictions on e-cigarette Flavors. Physicians for a Smoke-Free Canada. 2024. Available at: [There is no reliable information available in other countries and are hence, not listed here. E- cigarettes are found/ likely permitted in many African\[i\]/ Latin American\[ii\] countries, although in many cases, there are no specific laws allowing/ disallowing the same.](#)

REFERENCES:

1. “The term e-cigarettes is used here in reference to a broader range of electronic nicotine delivery systems (ENDS and electronic non-nicotine delivery systems (ENNDS), such as e-pipes, e-shishas and e-cigars). For the avoidance of doubt, all ENDS and ENNDS (i.e. including e-liquids and devices) fall within the scope of this call to action”. Source: WHO, ‘Electronic Cigarettes Call to action’ (2023). Available at: [https://www.who.int/publications/m/item/electronic-cigarettes---call-toaction#:~:text=Download%20\(366.4%20kB\)-,Overview,health%20harms%20to%20the%20population.](https://www.who.int/publications/m/item/electronic-cigarettes---call-toaction#:~:text=Download%20(366.4%20kB)-,Overview,health%20harms%20to%20the%20population.)

2. “ENDS and electronic non-nicotine delivery systems (ENNDS) do not necessarily contain tobacco and instead vaporize a solution composed of numerous compounds, which include nicotine in the case of ENDS, or may not contain nicotine in the case of ENNDS”.

“ENNDS are essentially the same as ENDS but the e-liquid used is marketed as free of nicotine.” Source: World Health Organization, “WHO report on the global tobacco epidemic, 2023: Protect people from tobacco smoke” (2023). Available at <https://iris.who.int/bitstream/handle/10665/372043/9789240077164-eng.pdf?sequence=1>

3. DIRECTIVE 2014/40/EU OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL. 2014. Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32014L0040>

4. “The flavouring ban was proportionate to this aim of ensuring a functioning internal market while ensuring a high level of health protection. The Court noted that the characterizing flavour ban took into account recommendations in the Guidelines to Articles 9 and 10 of the WHO FCTC, which are intended to assist the parties in the implementation of binding obligations under the Convention and are based on the best available scientific evidence and should therefore be considered ‘of particularly high evidential value’.” Source: Challenges in domestic and regional courts to tobacco product ingredient regulation (including additive and characterizing flavour bans) (WHO FCTC Article 9). WHO FCTC. Available at:

https://extranet.who.int/fctcapps/fctcapps/fctc/kh/legalchallenges/challenges-domestic-and-regional-courts-tobacco-product-ingredient?utm_

5. “Fig. 47. Measures to regulate ENDS – full, partial or no ban, 2022.” Source: WHO report on the global tobacco epidemic, 2023: protect people from tobacco smoke. WHO. 2023. Available at: <https://iris.who.int/bitstream/handle/10665/372043/9789240077164-eng.pdf?sequence=1>

6. Ibid

7. Product regulation. Country Laws Regulating E-Cigarettes. Global Tobacco Control. Available at: <https://www.globaltobaccocontrol.org/en/policy-scan/e-cigarettes/product-regulation>

8. “Flavours should be banned to reduce the appeal of ENDS products to children and adolescents.” Source: WHO report on the global tobacco epidemic, 2023: protect people from tobacco smoke. WHO. 2023. Available at: <https://iris.who.int/bitstream/handle/10665/372043/9789240077164-eng.pdf?sequence=1>

9. “Seventy-four countries, mostly in Africa but also including Pakistan, Colombia and Mongolia, did not regulate e-cigarettes at all, according to the WHO report.” Source: E-cigarettes around the world. Reuters. 2024. Available at: https://www.reuters.com/business/healthcare-pharmaceuticals/e-cigarettes-around-world-2023-12-19/?utm_

See also: “The remaining 74 countries, home to almost one third of the world’s population (over 2 billion people), have no regulations in place addressing ENDS (including no ban on use in public places, no labelling requirements, no bans on advertising and promotion).” WHO report on the global tobacco epidemic, 2023 Protect people from tobacco smoke. WHO. 2023. Available at: <https://iris.who.int/bitstream/handle/10665/372043/9789240077164-eng.pdf?sequence=1>

10. “Regarding electronic cigarettes, a concern is the absence of regulatory frameworks in 13 countries in Latin America and the Caribbean, indicating insufficient country-level action to address these products.” Source: Crosbie E, Tran B, Albuquerque de Figueiredo B, Severini L, Severini G, Sebríe EM. Tobacco industry strategies to influence the regulation of new and emerging tobacco and nicotine products in Latin America and the Caribbean. *Rev Panam Salud Publica*. 2024 Jun 7;48:e43. doi: 10.26633/RPSP.2024.43. PMID: 38859810; PMCID: PMC11164239.

See also: “Meanwhile, 14 countries lack any regulation of these products.” Source: Eight countries in the Americas ban electronic cigarettes. PAHO. 2023. Available at: https://www.paho.org/en/news/25-8-2023-eight-countries-americas-ban-electronic-cigarettes?utm_