



HARD FACTS: VAPE MARKETING

Every parent and educator in Australia needs
these facts to protect young people from
Vaping industry tactics

From Australia's leading vaping prevention educators



HARD FACTS: VAPE MARKETING

What you need to know

The vaping industry has built a \$28 billion empire by targeting young Australians through social media. Their tactics are sophisticated, hidden, and highly effective.

The statistics

Social media reach

- The number of posts related to vaping on social media platforms like TikTok **surged by 3 billion from March to September 2023**
 - TikTok has **18.1 billion+** posts with the hashtag #vape
 - Instagram has **16.4 million+** posts tagged #VapeLife
 - More than **1,600 Australian vaping influencers** were detected on Instagram
 - Research indicates that the vaping industry is increasingly using social media influencers to promote products, with over **18,000 vaping-related profiles identified on Instagram alone**
 - Some vaping-related social media accounts have **over 1 million followers**
 - **31% of young Australians reported seeing vape ads** on TikTok and Instagram, with 25% encountering ads on Snapchat and 24% on Facebook
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Youth impact

75%

of middle and high school students were exposed to tobacco and e-cigarette advertisements in 2021.

81%

In 2021, 81% of e-cigarette users aged 15 to 24 said they began vaping to **relax and reduce stress**

31%

of young e-cigarette users cited advertising as a reason for trying e-cigarettes

45%

Young Australians report starting to vape **due to curiosity**, with 45% of first-time users citing this reason in 2022–2023

66%

of teens believe that e-cigarette pods contain only flavouring, despite most containing nicotine

60%

Over 60% of vapers aged 14–17 use **flavored vapes**, with fruit and sweet flavors being the most popular

Industry tactics & growth



+\$28 BILLION

The vaping industry skyrocketed from **zero to \$28 billion** in just a few years



\$38.5 BILLION

The global vaping market is **expected to reach \$38.5 billion** by 2026

- **90%** of vape juice comes from Chinese factories with poor quality control
- **99%** of e-cigarettes sold contain nicotine, despite some being marketed as nicotine-free
- Vape stores have created content giving tips to young people on **how to hide their vapes** at school or at home
- In 2023, a study showed that using terms like "vapes" instead of "e-cigarettes" in marketing leads to more **favourable attitudes** towards these products among young people
- **Only 14%** of Australians consider e-cigarettes as a potential aid to quit smoking, down from 22% in 2019
- **More than 40%** of Australians aged 14–24 believe vaping is less harmful than smoking, despite rising health warnings
- **Vaping quadrupled** among Australians aged 18–24, from 5.3% in 2019 to 21% in 2022–2023
- **Approximately half of Australians** aged 18–24 had used e-cigarettes or vapes at least once by 2022–2023

Common themes in vaping social media content include:



- Associating vape flavours with personal identities
- Using humour to make light of vaping
- Promoting products designed to hide e-cigarettes
- Demonstrating vaping tricks

What this means for you



Young Australians face a daily barrage of pro-vaping content. What looks like organic social media posts are often calculated marketing campaigns. The industry knows exactly how to reach teens where adults aren't watching.

What you can do



1. Review social media activity with young people
2. Learn to spot hidden vaping promotions
3. Report suspicious marketing content
4. Share these facts with other parents and educators
5. Start conversations about advertising tactics



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What you need to know