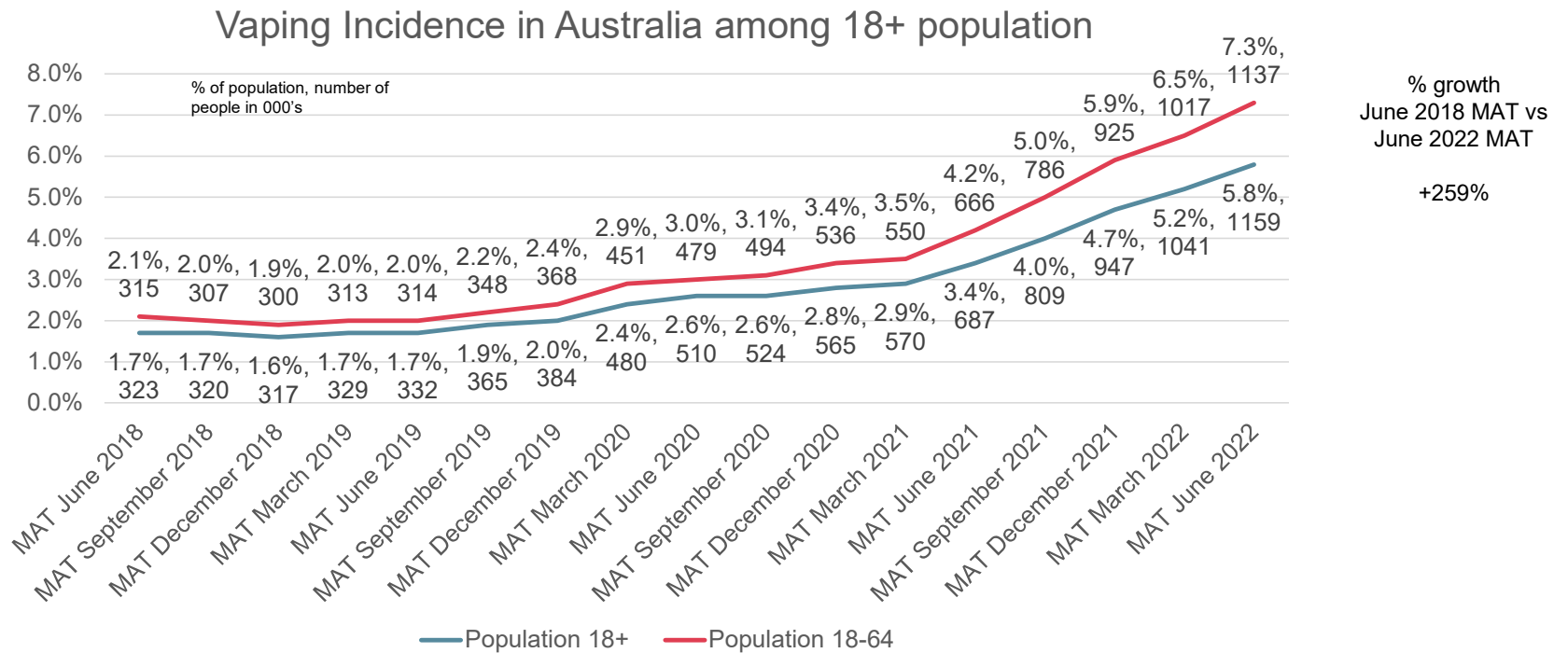


# Vaping in Australia

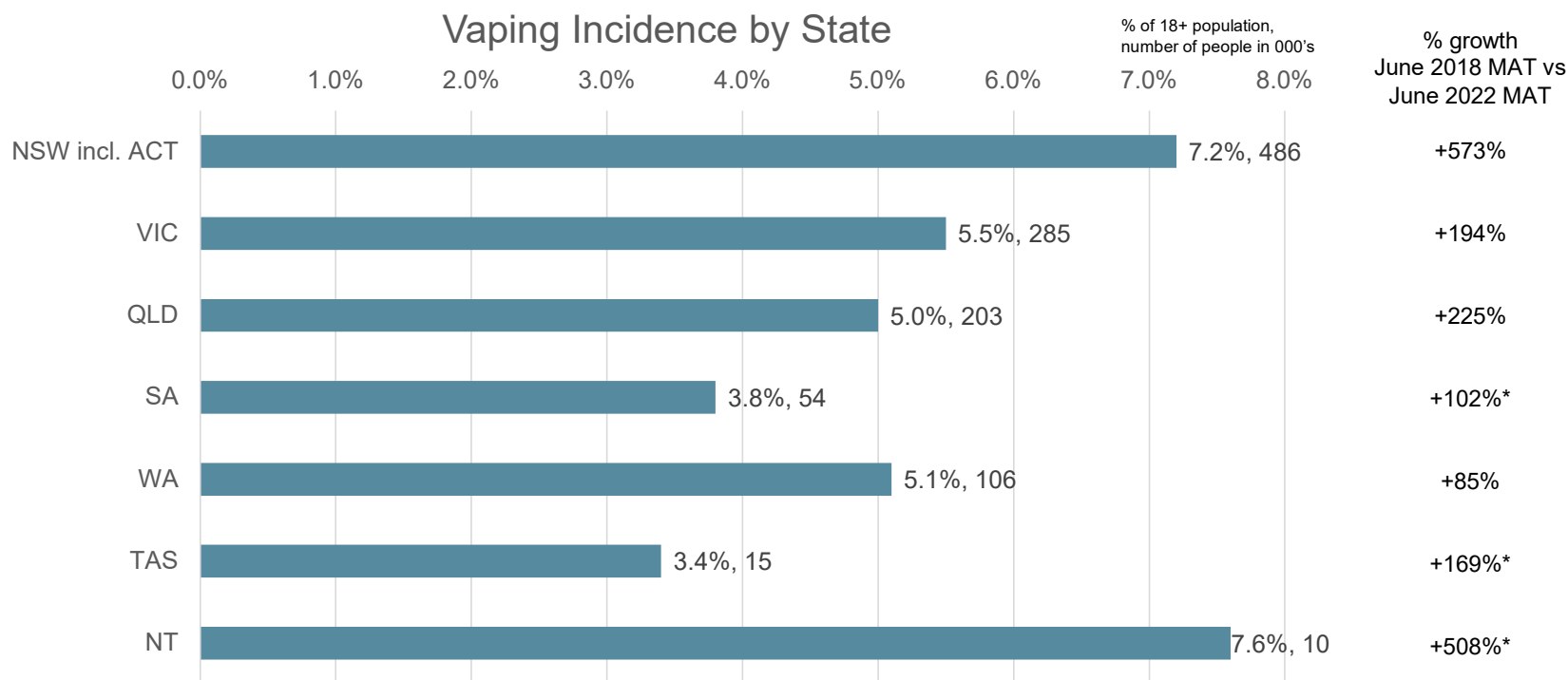
- Vaping has grown by 259% in the last 5 years
- Now 5.8% of the adult 18+ population vapes = 1,159,000 people
- 7.3% of 1,137,000 people in the 18-64 population vapes – making up 98.1% of the total market



1 Source: Roy Morgan Single Source, People that have vaped at least once in the last month, Base: Australians 18+

# Vaping in Australia by state – among total 18+ population

- NSW has led the growth of vaping in Australia +573% - with close to half a million 18+ Vapers, representing about 40% of all Vapers in Australia



Source: Roy Morgan Single Source, July 2021 – June 2022  
 2 Base: Australians 18+  
 \* Denotes low historic sample size – interpret % growth figures with caution