

GGTC FACT SHEET

E-CIGARETTE BAN & REGULATION:

Global Status as of August 2026



THE REGULATORY SPECTRUM AT A GLANCE

41

countries ban sale outright

94

countries regulate sale

11

ban nicotine pouches

33

regulate nicotine pouches

What's new in this edition

This factsheet has been updated to reflect the regulatory landscape as of August 2026. Since May 2025, at least 12 more countries have introduced regulations on e-cigarettes and flavors, and 3 more have banned disposable vapes. This edition also includes a new supplemental section on the global regulatory status of nicotine pouches, tracking 11 countries that ban their sale and 33 that regulate them.

Terminology

1. E-cigarettes: The term e-cigarettes is a generic term used colloquially along with vaping devices to encompass a broader range of electronic nicotine delivery systems (ENDS) and electronic non-nicotine delivery systems (ENNDS), such as vapes, e-pipes, e-shishas and e-cigars.¹ Even the Heated Tobacco Products (HTPs) typically fall under this classification in many jurisdictions. 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: 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)³, characterizing flavor can be defined 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;”⁴

A. Countries that Ban E-cigarettes & Related Products

41 Countries Ban Sale of E-cigarettes⁵

The sale/distribution of e-cigarettes is banned in the following **forty-one (41) countries**:

Brazil Brunei Darussalam Cabo Verde Cambodia Cook Islands Cuba Democratic People's Republic of Korea Ethiopia Gambia Ghana India Iran (Islamic Republic of) Iraq Jordan Kazakhstan Kyrgyzstan Lao People's Democratic Republic Maldives Marshall Islands Mauritius Mexico Nauru Norway occupied Palestinian territory Oman Palau Papua New Guinea * Qatar Singapore Sri Lanka Suriname Syrian Arab Republic Thailand Timor-Leste Türkiye Turkmenistan Uganda Uruguay Vanuatu Venezuela (Bolivian Republic of) Viet Nam

7 Countries Ban Sale of Disposable Vapes

Of the other countries where e-cigarettes are not banned, at least seven (7) countries* have specifically banned disposable vapes, with the bans enacted on health and environmental grounds:

Australia, Belgium, France, Ireland, New Zealand, Switzerland, and the United Kingdom.

21 Countries Ban Use of Flavors / Characterizing Flavors⁶

11 Ban All Characterizing Flavours

Excluding countries that ban the sale of e-cigarettes, **eleven (11) countries** have banned all flavors other than the tobacco flavor:

Argentina * Bulgaria * China ** Finland Hungary Kenya * Latvia ** Lithuania Montenegro Netherlands (Kingdom of the) ** Ukraine **

10 Restrict Selected Flavours

Excluding countries that ban the sale of e-cigarettes, **ten (10) countries** have banned certain selected flavors, and/or permit specific flavors:

Australia ** Canada ** Denmark Estonia Germany New Zealand Philippines Saudi Arabia Slovenia ** United States **

B. Countries that Regulate E-cigarettes & Related Products

94 Countries Allow Sale of E-cigarettes but Regulate Their Sale and Distribution⁷

In **ninety-four (94)** 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:

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

44 Countries Regulate Nicotine and/or Other Content(s) of E-cigarettes⁸

At least **forty-four (44)** countries/territories 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, "OR" regulate the quality of nicotine and other ingredients; require products to pass safety and quality evaluation; or have instituted other safety-related regulations.

Albania Australia Austria Argentina * Belgium Bulgaria Canada Croatia Cyprus
Czechia Denmark England Estonia Finland France Germany Greece Iceland
Ireland Israel Italy Kenya * 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 Wales

7 Countries Classify Nicotine as a Poison, Scheduled Substance, or Pharmaceutical Ingredient⁹

At least 7 countries ground its ban or regulation on their drug classification for nicotine
Australia, Brunei *, France, India, Japan, Singapore *, Thailand.

Sources:

1. WHO report on the global tobacco epidemic, 2025: warning about the dangers of tobacco. WHO. 2025. Available at: <https://www.who.int/publications/i/item/9789240112063>
2. Product regulation. Country Laws Regulating E-Cigarettes. Global Tobacco Control. Available at: <https://www.globaltobaccocontrol.org/en/policy-scan/e-cigarettes/product-regulation>

Some countries were omitted because there was no reliable information available. Notably, e-cigarettes are found/likely permitted in many African¹⁰/Latin American¹¹ countries, although in many cases, there are no specific laws allowing/disallowing the same.

Additional sources:

* Included based on information from country contacts and media outlets. For more information on these countries, see: [Argentina](#) (2026), [Australia](#) (2024), [Bangladesh](#) (2024), [Belgium](#) (2025), [Brunei Darussalam](#) (1984) [Bulgaria](#) (2023), [France](#) (2025), [France](#) (2026) [Indonesia](#) (2025), [Ireland](#) (2025) [Kazakhstan](#) (2024), [Kenya](#) (2024), [Maldives](#) (2024), [Marshall Islands](#) (2023), [New Zealand](#) (2024), [Pakistan](#) (2024), [Palau](#) (2023), [Panama](#) (2025) [Papua New Guinea](#) (2025), [Singapore](#) (1938) [Switzerland](#) (2023), [Switzerland](#) (2025), [United Kingdom](#) (2025), [Vietnam](#) (2025). In addition to countries, jurisdictions that ban sale of e-cigarettes include: [Hong Kong SAR](#) (2012), (2022), [Macau SAR](#) (2022), and [Taiwan ROC](#) (2023).

** Restrictions on e-cigarette Flavors. Physicians for a Smoke-Free Canada. 2025. Available at: <https://smoke-free.ca/SUAP/2021/e-cigarette-flavour%20restrictions.pdf>

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Acknowledgements and Authorship



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SUPPLEMENTAL SECTION: GLOBAL REGULATION OF NICOTINE POUCHES

Like e-cigarettes (HTPs, ENDS, ENNDS), nicotine pouches are classified as Novel and Emerging Tobacco and Non-Tobacco Products (NENTPs).¹² The World Health Organization describes nicotine pouches as small, tobacco-free sachets placed between the gum and lip, through which nicotine is absorbed via the lining of the mouth. They typically contain nicotine, flavorings, sweeteners, and other additives, and are sold in a wide range of flavors and nicotine strengths.¹³

11 Countries Ban Sale of Nicotine Pouches¹⁴

The sale/distribution of nicotine pouches is banned in the following **eleven (11) countries**:

Belgium France * Germany Kyrgyzstan Lithuania Mauritius Netherlands (Kingdom of the) Russia Singapore Tajikistan Uzbekistan

33 Countries Regulate Sale of Nicotine Pouches¹⁵

The sale/distribution of nicotine pouches is regulated (without an outright ban) in the following **thirty-three (33) countries**:

Australia Belarus Colombia Cyprus Czechia Denmark Estonia Finland Greece Hong Kong Hungary Iceland India Indonesia Japan Kazakhstan Kenya Latvia Moldova New Zealand Norway Panama Peru Philippines Poland Romania Serbia Slovakia Slovenia Sweden Switzerland Thailand United States

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 “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->
- ⁴ As defined in Directive 2014/40/EU of the European Parliament and of the Council (2014). 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>
- ⁵ “Fig. 48. Measures to regulate ENDS – full, partial or no ban, 2024.” Source: WHO report on the global tobacco epidemic, 2025: warning about the dangers of tobacco. WHO. 2025. Available at: <https://www.who.int/publications/i/item/9789240112063>
- ⁶ “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>
- ⁷ “Fig. 48. Measures to regulate ENDS – full, partial or no ban, 2024.” Source: WHO report on the global tobacco epidemic, 2025: warning about the dangers of tobacco. WHO. 2025. Available at: <https://www.who.int/publications/i/item/9789240112063>
- ⁸ Product regulation. Country Laws Regulating E-Cigarettes. Global Tobacco Control. Available at: <https://www.globaltobaccocontrol.org/en/policy-scan/e-cigarettes/product-regulation>
- ⁹ How the Tobacco Industry Engineered Addiction: Generational Impact. Global Center for Good Governance in Tobacco Control. 2026. Available at: <https://files.ggtc.world/uploads/2026-06-01/12-15-14-395763/POLICY-Nicotine%20&%20Addiction-How%20the%20Tobacco%20Industry%20Engineered%20Addiction%20Generational%20Impact-2026.pdf>
- ¹⁰ “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>
- ¹¹ “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_
- ¹² Novel and Emerging Tobacco and Non-Tobacco Products (NENTPs): Electronic Nicotine Delivery Systems and Electronic Non-Nicotine Delivery Systems. Global Center for Good Governance in Tobacco Control. 2024. Available at: [https://files.ggtc.world/uploads/2025-08-22/13-55-46-646596/Novel%20and%20Emerging%20Tobacco%20and%20Non-Tobacco%20Products%20\(NENTPs\)_Factsheet_June%202024.pdf](https://files.ggtc.world/uploads/2025-08-22/13-55-46-646596/Novel%20and%20Emerging%20Tobacco%20and%20Non-Tobacco%20Products%20(NENTPs)_Factsheet_June%202024.pdf)
- ¹³ World Health Organization, ‘WHO warns nicotine pouch brands targeting youth as sales surge’ (2026). Available at: <https://www.who.int/news/item/15-05-2026-who-warns-nicotine-pouch-brands-targeting-youth-as-sales-surge>
- ¹⁴ Grilo, G., Carrington, D., Hartmuller, R., Albuquerque, B., Muggli, M., Welding, K. Global regulatory scenario for nicotine pouches. Institute for Global Tobacco Control, Johns Hopkins Bloomberg School of Public Health and International Legal Consortium, Campaign for Tobacco Free Kids. October 6, 2025. Available at: https://www.globaltobaccocontrol.org/sites/default/files/2025-10/FINAL_Global%20Regulatory%20Scenario%20of%20Nicotine%20Pouches_07Oct2025.pdf
- ¹⁵ ibid