



NEWS RELEASE

80% MALAYSIANS WANT REGULATION ON VAPE

KUALA LUMPUR, 25 March 2020 – A recent poll shown an overwhelming majority (80%) of Malaysians say the Government should take more action to regulate the vaping industry in Malaysia.

The same poll also saw 76% agree that the Malaysian economy would benefit from regulations on vaping products.

These revelations came from the *Malaysian Insights & Perspectives on Vape* survey, a recent opinion poll commissioned by **Malaysian Vape Industry Advocacy (MVIA)** and conducted by Green Zebras, a leading market research company in Malaysia.

Rizani Zakaria, President of Malaysian Vape Industry Advocacy said, “The opinion poll shows most Malaysians want regulations on vape products. Official reports from Ministry of Health indicate that there are over 1 million vapers in Malaysia and yet there are no regulations in place, leaving consumers no choice but to use unregulated products.”

“Recent reports from local industry groups have already confirmed that the vape industry has significant potential to contribute to the Malaysian economy with capabilities to create jobs, develop existing businesses and SMEs within the industry, and attract investments. This is a fact that cannot be ignored, and the Government must act quickly to introduce regulations on vape products.”

The poll also saw 87% Malaysians agree that tax should be imposed on vaping products and 74% think that the revenue collected from vape products could be spent by the Government on areas of importance such as education and economy.

“The implementation of excise tax on vape products since earlier this year is a step in the right direction towards regulating the industry. Many also agree that tax should be imposed on vape products as the revenue collected can be put to good use. However, the current excise taxation structure does not include vape e-liquid containing nicotine, which makes up the majority of the local market. This inevitably means that revenue collection will not be maximised, and the implementation of excise duties will be ineffective.”

“The Government should expand the tax structure to include vape e-liquids containing nicotine and introduce clear regulations for this product. That way, the Government can maximise revenue collection and at the same time, ensure consumers are using regulated products in Malaysia,” concluded **Rizani**.



With the objective of understanding Malaysian's perception on vaping, this survey delved into the opinions of the local population on the economic impact of vaping as well as their thoughts on vaping as a method of tobacco harm reduction. Additional findings from the *Malaysian Insights & Perspectives on Vape* survey will be released in the coming weeks.

This survey comprised of a sample size of 1,025 Malaysian adults and is reflective of the perception of all Malaysian adults nationwide.

About Green Zebras

Green Zebras is a unique boutique market research agency in Malaysia that offers insightful quantitative and qualitative market research solutions. The firm consists of a network of senior professionals drawn from big market research companies, big brands, and academia. Green Zebras offers an evolving assortment of traditional, alternative, and digitally driven market research solutions from all over the world.

About Malaysian Vape Industry Advocacy (MVIA)

MVIA is a non-profit advocacy group that supports Malaysian vape entrepreneurs and businesses. It aims to represent the Malaysian vape industry and provide a voice for the industry with government bodies, regulators, enforcement agencies and other interested parties.