



## NEWS RELEASE

### 92% MALAYSIANS AGREE THAT SPECIFIC REGULATIONS NEEDED FOR VAPE PRODUCTS

**KUALA LUMPUR, 13 January 2022** – A recent poll has shown that an overwhelming majority (92%) of Malaysians say that it is important to develop industry specific regulations for vape products, similar to policies in the United Kingdom (UK) and New Zealand where it is regulated differently from cigarettes given that vape is less harmful compared to cigarettes.

The same poll also saw 92% agreeing that the government should ensure that the black market for vape products is minimised.

These revelations came from the **#Tax and Regulate MY Vape : Your Say** survey, a recent opinion poll commissioned by **Malaysian Vape Industry Advocacy (MVIA)**, a non-profit advocacy group that supports local vape entrepreneurs and businesses, and conducted by Green Zebras, a leading market research company in Malaysia.

**Rizani Zakaria, President of Malaysian Vape Industry Advocacy** said, “The vape industry has been increasingly viewed as one of the most disruptive innovations especially to the tobacco sector as millions of smokers globally switching to vape products given that vape products are proven to be less harmful alternative to traditional cigarettes and effective in helping smokers to quit smoking.”

“In Malaysia, the local industry is worth over RM2 billion with over 3,000 Small and Medium Enterprises (SMEs) and over 15,000 workers. The vape sector needs industry specific regulations that are different to traditional cigarettes. This would allow the vape sector to fulfil its growth potential and help more Malaysian smokers to quit smoking. MVIA believes that the Malaysian government has a crucial role to play in shaping the future of the local vape industry.”

Based on the poll results, Malaysians also echo this sentiment, with 75% of those surveyed saying that the Malaysian government must be actively involved in regulating the vape industry.

In sharing their opinion of how vape regulations should be formulated, 85% of those surveyed said that vaping should be promoted to generate higher awareness of its efficacy as a less harmful alternative. Interestingly, 68% said that vape products should be sold online via e-commerce platforms, as long as minors do not have access to the products.

Multiple international studies have found vape to be less harmful, driving countries like the UK and New Zealand to promote vape as a smoking cessation tool. In Malaysia, smoking prevalence has decreased, according to the National Health & Morbidity survey, while vape use has increased in recent years.

The poll results have shown that 85% Malaysians believe that this drop in smoking is attributable to smokers making a switch to vape. Further, 68% of those surveyed have said that vaping is less harmful than traditional cigarettes.



“Countries like the UK have made progress in reducing their smoking prevalence by regulating vape products and ensure vape products are regulated differently from cigarettes. This move has not only encouraged smokers to switch to the less harmful vape, but has also given local, independent players the opportunity to grow their business. Malaysia must look to successful, credible model regulations such as those in the UK when developing policies for our local vape market. As always, MVIA is open to any discussions with the relevant authorities to lend our perspective,” **Rizani** concluded.

With the objective of understanding Malaysian’s perception on vaping, the **#Tax and Regulate MY Vape : Your Say** delved into the opinions of the local population on their thoughts on regulations and the recently announced tax rates on vape liquids. Additional findings from the survey will be released in the coming weeks.

This survey comprised of a sample size of 1,000 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.