

Emerging Tobacco Product Use Among Bangladeshi Youth



An online survey of 524 Bangladeshi young adults aged 18–24 was conducted in 2025 to assess use patterns of e-cigarettes, heated tobacco products (HTPs), and nicotine pouches. All participants were active social media users recruited through online platforms.

Findings suggest a significant proportion of Bangladeshi youth used emerging tobacco products, which shows a need for stronger regulations on the sale and marketing of emerging tobacco and nicotine products. To help prevent young people from becoming addicted to these harmful products, Bangladesh should strongly regulate e-cigarettes, HTPs, and nicotine pouches, as outlined in the Framework Convention on Tobacco Control (FCTC), including marketing restrictions, health warning labels, smoke-free policies, and taxes.

Key Results

- More than one in four respondents, 28.1%, had ever tried at least one emerging tobacco product, while 5.5% (n=29) were current users (have used the product in the past 30 days). E-cigarettes were the most frequently reported product (26.5%). (Table-1)

- Use was concentrated among male respondents.**

Current use was reported by 7.1% of males, while no current use was reported among female respondents. (Table-1)

- Results suggest that more current conventional cigarette smokers use emerging tobacco products than non-current conventional cigarette smokers.**

Among current conventional cigarette smokers, 15.4% also reported current emerging tobacco product use. (Table-2)

By contrast, only 1.6% of non-current conventional smokers reported current emerging product use. (Table-2)

- Friends and social influence appear to play an important role in initiation.**

Among current emerging tobacco product users, 37.9% said they used these products because of peer pressure from friends or colleagues. (Figure- 1)

Table-1: Distribution of emerging tobacco products (e-cigarette, HTP & Nicotine pouches) users

Variables	e-cigarettes	HTP	Nicotine pouches	Overall
Among Male (n=410)				
• Ever users	32.4	8.3	6.3	34.4
• Current users	5.9	1.0	1.7	7.1
Among Female (n=114)				
• Ever users	5.3	0	0	5.3
• Current users	0	0	0	0
Overall (n=524)				
• Ever users	26.5	6.5	5.0	28.1
• Current users	4.6	0.8	1.3	5.5

Table-2: Pattern of current users of emerging tobacco products among current conventional cigarette smokers (n=524)

Variables	Total participants	Current users of Emerging tobacco products (n=29)
Current conventional cigarette smoker	149	15.4%
Non-Current conventional cigarette smoker	375	1.6%

Reasons for the use

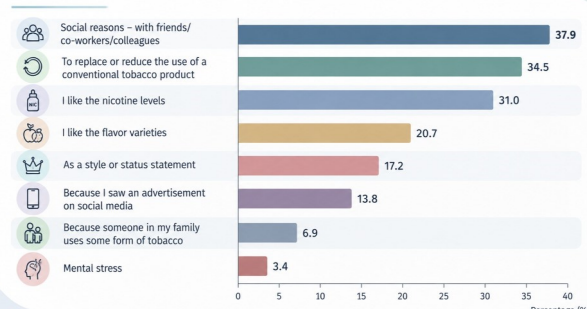


Figure- 1: Distribution of reasons for the use of emerging tobacco products among current users .

Most current emerging product users purchased their products from vape or specialty shops (37.9%), closely followed by friends or colleagues (31.0%). (Figure-2)

- **Age verification at the time of sales appeared to be inconsistent.**

Only 24.1% of current emerging tobacco product users reported being asked for age-verification documents during products purchase. (Figure-3)

- **Many respondents reported seeing marketing for these products across different channels.**

In-store exposure was reported by 26.0% of all respondents, social media exposure by 20.8%, and other marketing exposure by 13.2%.

(Figure-4)

Policy Implications

The appeal of emerging products to young people points to the need to regulate them like other tobacco projects to ensure that they are only designed, marketed, and sold to existing smokers, as companies SAY is their intention.

- **Close regulatory gaps for emerging products:**
E-cigarettes, HTPs, and nicotine pouches should be brought under strict regulations, including age of sale, restrictions on advertising, promotion, and sponsorship, health warning labels, and taxes.
- **Restrict youth-oriented marketing:**
Comprehensive advertising, promotion, and sponsorship regulations should cover point of sale product displays and marketing, online advertisements, and social media.
- **Strict enforcement of age restrictions on sale** and checking for proof of age is required to ensure these emerging products are not sold to under-age users.

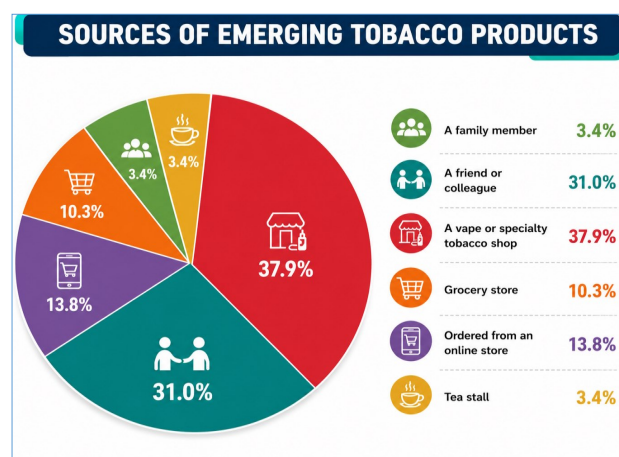


Figure-2: Sources of Emerging Tobacco Products

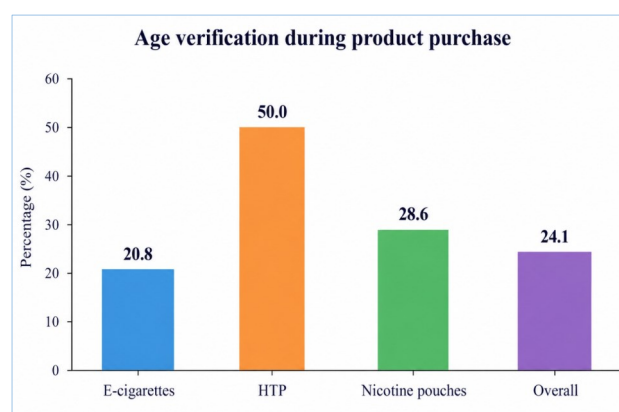


Figure-3: Age verification during product purchase

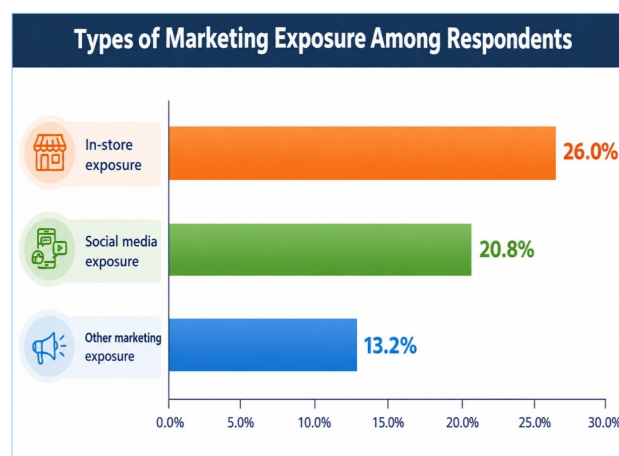


Figure-4: Types of Marketing exposure among respondents