

# Review of Country-Level Policies Regulating Online E-Cigarette Sales

Michelle Duren

## Background

Buying and selling goods has increasingly shifted to the online marketplace, a trend that extends to tobacco products. Little is known about how countries' policies apply to online sales of e-cigarettes.

## Methods

- The Institute for Global Tobacco Control's E-cigarette Policy Scan tracks country-level policies regulating e-cigarettes.
- The scan includes 130 countries. In-country contacts provide specific policy information and documents. Policy details were collected as recently as Dec 2022.
- We reviewed responses and quantified how many countries have policies regulating online sales, and further classified their policy approaches.



## Results

We identified 14 countries regulating online e-cigarette sales through one of two approaches:

- Eight banned online e-cigarette sales
- Six had restrictions (such as those intended to prevent online exposure and sales to minors)

11 countries confirmed no regulations applying to online e-cigarette sales.

# Countries vary in their approach to **regulating e-cigarette online sales.**

| Banned   | Restricted   | Not Regulated   |   |
|--|--|---|---|
|  <b>Belgium (EUR)</b>      |  <b>Australia (WPR)</b>    |  <b>Bangladesh (SEAR)</b> |  <b>Mongolia (WPR)</b>  |
|  <b>China (WPR)</b>       |  <b>Canada (AMR)</b>      |  <b>Iceland (EUR)</b>    |  <b>Nigeria (AFR)</b>  |
|  <b>Finland (EUR)</b>     |  <b>Costa Rica (AMR)</b>  |  <b>Indonesia (SEAR)</b> |  <b>Pakistan (EMR)</b> |
|  <b>Georgia (EUR)</b>     |  <b>Denmark (EUR)</b>     |  <b>Israel (EUR)</b>     |  <b>Sudan (EMR)</b>    |
|  <b>Mauritius (AFR)</b>   |  <b>Netherlands (EUR)</b> |  <b>Jordan (EMR)</b>     |  <b>Vanuatu (WPR)</b>  |
|  <b>Montenegro (EUR)</b> |  <b>New Zealand (WPR)</b> |  <b>Yemen (EMR)</b>      |   |
|  <b>Palau (WPR)</b>      |  |   |   |
|  <b>Singapore (WPR)</b>  |  |   |   |




Access the  
E-cigarette  
Policy Scan


[globaltobaccocontrol.org](http://globaltobaccocontrol.org)

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## Additional Information

 **China**  
Banned in 2019

 **Costa Rica**  
Banned in instances when the purchaser's legal age cannot be verified in a clear and timely manner

 **Australia**  
A unique approach, requiring a prescription for online sales (a copy of which must be included in the package containing the online order)

- Information on countries' regulatory approach to online sales encompass all World Health Organization (WHO) regions, including Africa (two countries); Americas (two countries); Eastern Mediterranean (four countries); Europe (eight countries); South-East Asia (two countries); Western Pacific (seven countries).
- There is no explicit information on how (or whether) the remaining 105 countries regulate online e-cigarette sales.

## Authors

Michelle Duren, Lara Atella,  
Ryan David Kennedy,  
Kevin Welding, Joanna Cohen