

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	
 Belgium (EUR)	 Mauritius (AFR)	 Australia (WPR)	 Bangladesh (SEAR)	 Mongolia (WPR)
 China (WPR)	 Montenegro (EUR)	 Canada (AMR)	 Iceland (EUR)	 Nigeria (AFR)
 Finland (EUR)	 Palau (WPR)	 Costa Rica (AMR)	 Indonesia (SEAR)	 Pakistan (EMR)
 Georgia (EUR)	 Singapore (WPR)	 Denmark (EUR)	 Israel (EUR)	 Sudan (EMR)
		 Netherlands (EUR)	 Jordan (EMR)	 Vanuata (WPR)
		 New Zealand (WPR)	 Yemen (EMR)	





◀ Access the
E-cigarette
Policy Scan


globaltobaccocontrol.org

Disclaimer: This work was supported with funding from Bloomberg Philanthropies’ Bloomberg Initiative to Reduce Tobacco Use (bloomberg.org).

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