

HIPS/24/12 - Exploring The Retail Availability, Display, And Marketing Of New Nicotine Products In Scotland: A Mixed-Method Study Of Retailers And Secondary School-Aged Adolescents

The number of teenagers in Scotland who vape is increasing. New nicotine products called heated tobacco and nicotine pouches are also starting to appear in shops alongside vapes. The type and number of shops in which products are sold, the price and range of products, and how they are displayed in shops, can play an important role in whether products become popular or not.

We want to understand how available vapes and these other new nicotine products are to young people in Scotland. To do this we will look at all the shops in Scotland which sell vapes and new nicotine products, how this has changed over time, and differences by area. We will also look at how sales of these products have changed. We want to understand how vapes and new nicotine products are displayed and how shops may encourage people to try them. Within four school catchment areas we will visit 80 shops to see how these products are displayed. We will speak with high school pupils and teachers to hear what they think about these products and how they are sold. We will also hear from shop managers about the challenges and opportunities for selling these products and their views on how teenagers can be protected.

Our findings will help the Scottish Government to decide if new rules are needed on how shops display vapes and new nicotine products. Our findings will guide them on how young people can be protected from using these products.