



Canada



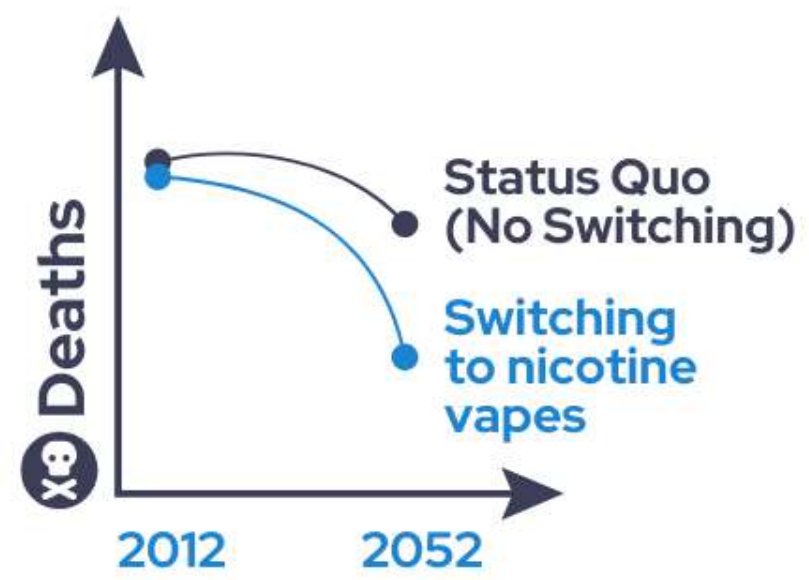
POPULATION:
38 mln



SMOKING PREVALENCE:
15%



VAPING PREVALENCE:
9%



If adult smokers in Canada were to switch to nicotine vaping products

130,000 deaths avoided
3.5 million life years saved
from 2012-2052

Illustration based on SAVM model (Levy et al. 2021)



Deutschland



POPULATION:

84 mln



RAUCHERPRÄVALENZ:

24%



E-DAMPFEN PRÄVALENZ:

3%

Wenn erwachsene Raucher in Deutschland auf e-dampfen umsteigen:

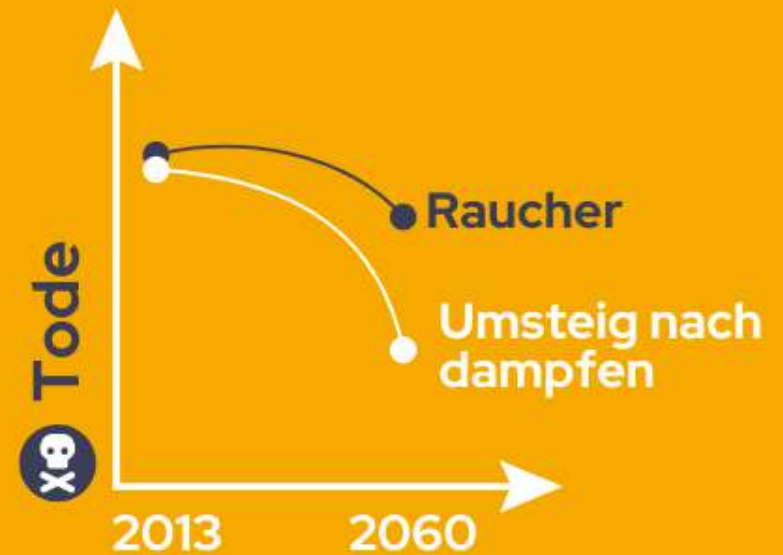
300'000

Todesfälle
vermieden

4.7 million

Lebensjahre
gerettet

von 2013 bis 2060





England



POPULATION:

56 mln



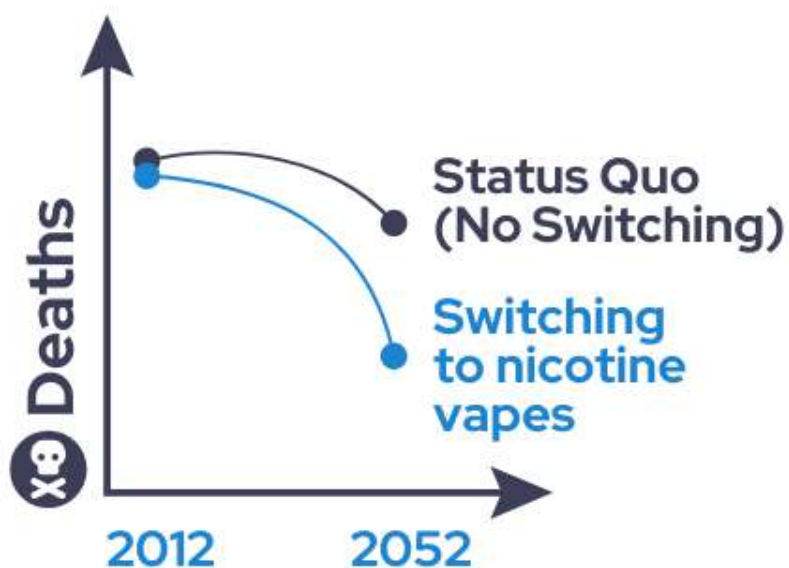
SMOKING PREVALENCE:

14%



VAPING PREVALENCE:

6%



If adult smokers in England were to switch to nicotine vaping products

200,000 deaths avoided

5 million life years saved

from 2012-2052

Illustration based on SAVM model (Levy et al. 2021)



Germany



POPULATION:

84 mln



SMOKING PREVALENCE:

24%



VAPING PREVALENCE:

3%

If adult smokers in Germany were to switch to nicotine vaping products

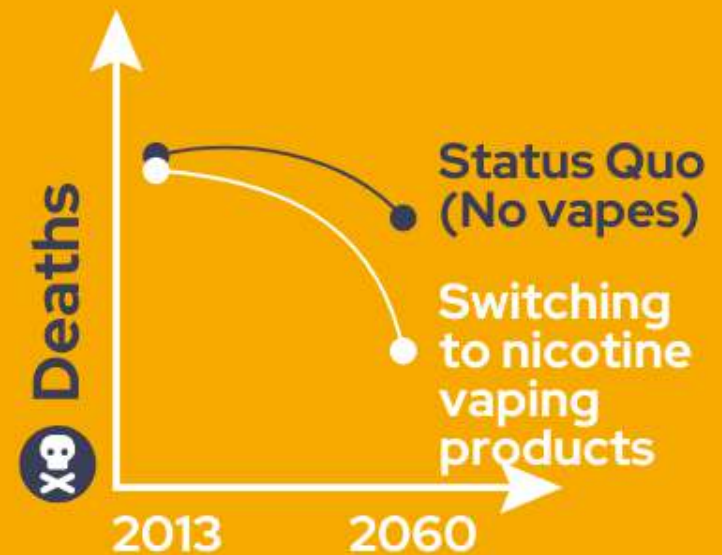
300'000

deaths avoided

4.7 million

life years saved

from 2013-2060





United States



POPULATION:

330 mln



SMOKING PREVALENCE:

14%



VAPING PREVALENCE:

3%

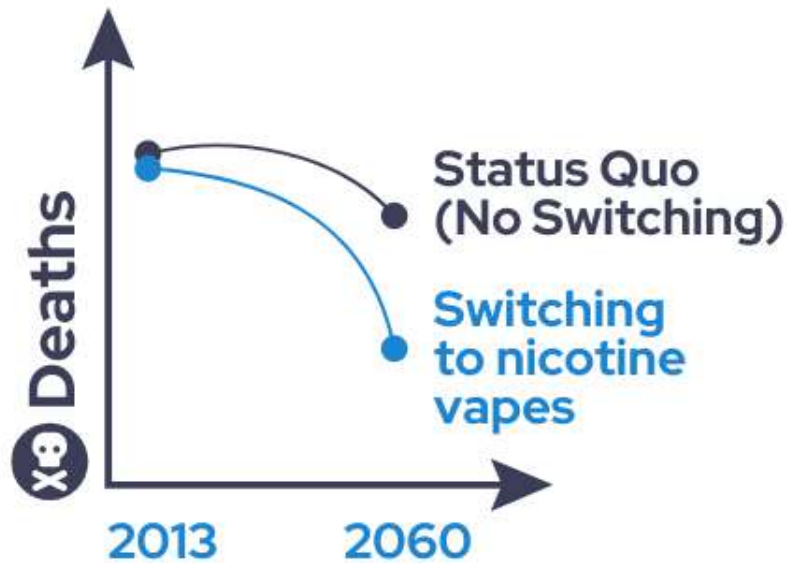


Illustration: SAVM model (Levy et al. 2021)

If adult smokers in the USA were to switch to nicotine vaping products

1.8 million

deaths avoided

38.9 million

life years saved

from 2013-2060