Monitor tobacco use and prevention policies

World Health Organization

European Region

The tenth edition of the WHO report on the global tobacco epidemic *(1)*, released in June 2025, presents the latest comparative data to assess global, regional and national progress in protecting people from the harms of tobacco use. To support evidence-based policy dialogue in the WHO European Region, a set of measure-specific factsheets has been developed, each summarizing the implementation of one MPOWER[1] component. This factsheet provides an overview of the status of the **M — Monitor tobacco use and prevention policies** measure as of 2024.

Key messages

In 2024, the vast majority of countries in the WHO European Region had recent, representative data on tobacco use among either adults or adolescents.

Forty-two countries (79%) had achieved the recommended level of monitoring for both groups and thus had recent, representative and periodic data on both adults and adolescents (Fig. 1).

Fig. 1. **Monitoring the prevalence of tobacco use in countries in the WHO European Region, 2024 (%)**

- No known data or no recent data or data that are neither recent nor representative
- Recent and representative data for either adults or adolescents
- Recent and representative data for both adults and adolescents
- Recent, representative and periodic data for both adults and adolescents
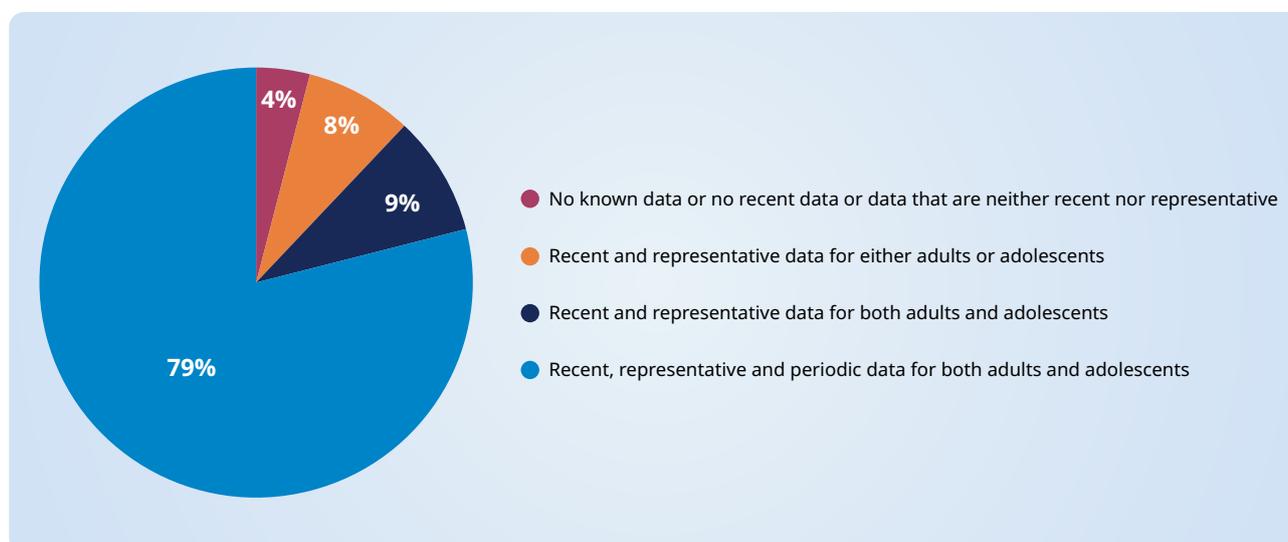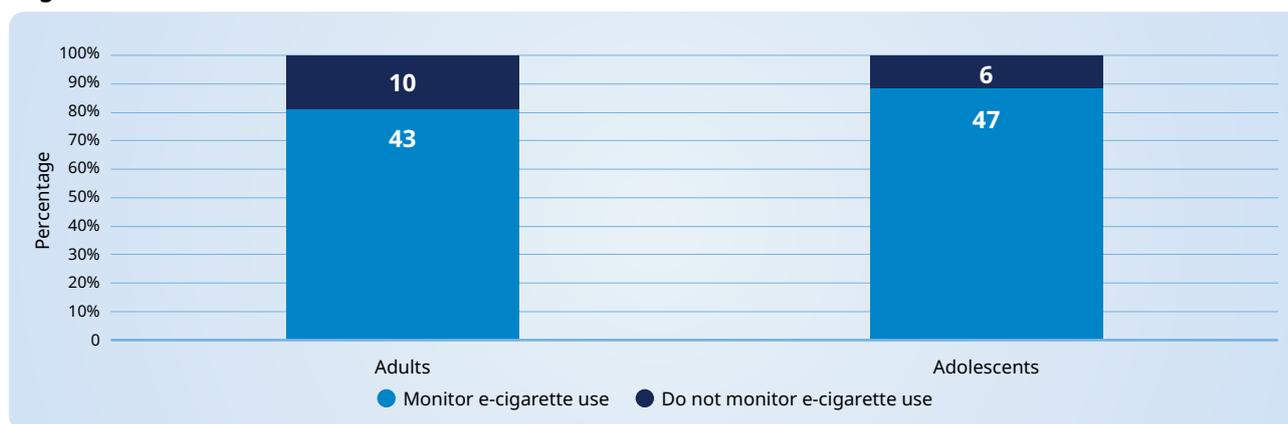
Source: WHO *(1).*

More and more countries are surveying both adults and adolescents about their use of e-cigarettes. By 2024, 43 and 47 countries were monitoring e-cigarette use by adults and adolescents, respectively, in the WHO European Region, covering 88% of adult and 86% of adolescent populations. Nonetheless, 10 and six countries had not started monitoring e-cigarette use by adults and adolescents, respectively, and therefore had no data to guide local policy or regulatory decisions (Fig. 2) *(2).*

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1 MPOWER is a set of six cost-effective and high impact measures that help countries reduce the demand for tobacco. The acronym MPOWER stands for: M: monitor tobacco use and prevention policies; P: protect people from tobacco smoke; O: offer help to quit tobacco smoking; W: warn about the dangers of tobacco; E: enforce bans on tobacco advertising, promotion and sponsorship; and R: raise taxes on tobacco.

Fig. 2. Numbers of countries that monitor e-cigarette use among adults and adolescents in the WHO European Region, 2024

Note: the number of countries is indicated inside the box.
Source: WHO *(2).*

While some countries are advancing their efforts in monitoring new and emerging tobacco and nicotine products, such as e-cigarettes and heated tobacco products, there remains a need to scale up surveillance of these products and include new ones, such as nicotine pouches, both among adults and adolescents to facilitate evidence-based policy decisions. Furthermore, surveillance of smokeless tobacco products should be strengthened, as currently only around half of the countries in the Region monitor their use in the population.

What should be done?

▶ Prioritize and fund the monitoring of tobacco use and prevention policies. Monitoring provides the basis for effective tobacco-control policy development and implementation.

▶ Include within this tobacco-control monitoring, the:

• surveillance of tobacco-use indicators, patterns and trends, including the surveillance of new and emerging nicotine and tobacco products;

• tracking of exposure to tobacco smoke; and

• monitoring of policies to reduce tobacco use.

▶ Use standardized monitoring and surveillance tools to ensure comparable data.

▶ Conduct regular surveys to measure changes in tobacco use over time.

▶ Consider including standardized questions in national surveys or censuses on the prevalence of tobacco use and the implementation of MPOWER measures.

▶ Disseminate findings through government policy papers, academic publications and mass media, including news reports and paid media *(3,4).*

References[2]

1. WHO report on the global tobacco epidemic, 2025: warning about the dangers of tobacco. Geneva: World Health Organization; 2025 (https://iris.who.int/handle/10665/381685). License: CC BY-NC-SA 3.0 IGO.

2. WHO global report on trends in prevalence of tobacco use 2000–2024 and projections 2025–2030. Geneva: World Health Organization; 2025 (https://iris.who.int/handle/10665/383060). License: CC BY-NC-SA 3.0 IGO.

3. Monitoring is a critical tobacco control activity. Chandigarh: Resource Center for Tobacco Control; 2025 (https://rctcpgi.org/pdf/mpower-brochure-Monitor-Tobacco-use-and-Prevention-Policies.pdf).

4. WHO Framework Convention on Tobacco Control [website]. World Health Organization; 2025 (https://www.who.int/fctc/en/).