FutureBridge

What is?
Gen-Zs and Vaping

In 2022, **38% teens** (16-19) in England vaped, **up from 28%** in 2021, driven by peer influence, flavor variety, and novelty. More than half now use disposables, a sharp rise from 2.8% in 2021. This group also prefers functional foods and drinks targeting brain health, cognition, gut health, and energy, seeking immediate, noticeable benefits. For instance, **1 in 4 18-24s choose foods for mental health benefits.**

This presents a market opportunity for disposable 'nicotine-free' vapes with instantly impactful functional ingredients, catering to Gen Zs preference for innovative, health-oriented products.

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1in4
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What if?
Disposable Nicotine-free Vitamin Vape Dispensers

Consumers purchase ingredient cartridges that connect to an at-home or vending machine. These cartridges offer various health benefits. They also buy disposable flavored vapes. By plugging the vape into the machine, consumers can choose a specific health functionality, like focus or concentration, tailored to their needs at that moment.

Occasions to target:

At-home 'boost',
e.g., Energy | Calming etc.

Nightclubs / music festivals,
e.g. Sexual health/experience

Gyms,
e.g. Post exercise energy recovery

What now?
The BIG questions

If the E-cigarette industry is expected to grow to $31bn and the functional food market is expected to develop to $32bn by 2029, then…

❖ How big is the white space for 'healthy' vaping?

❖ Who will be the future owner of the vaping industry?

❖ Will consumers trust tobacco brands to deliver healthy outcomes?

Imagine a world in which
50%
of Gen-Zs choose vapes as a primary source of health delivery

About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, Identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.