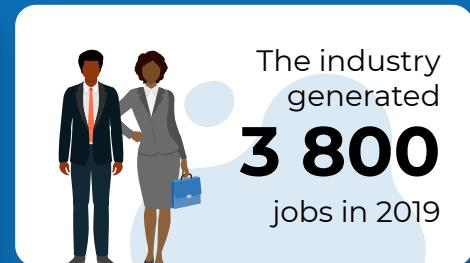
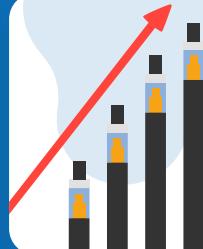


ECONOMIC IMPACT OF THE VAPING INDUSTRY IN SOUTH AFRICA

DIRECT ECONOMIC IMPACT

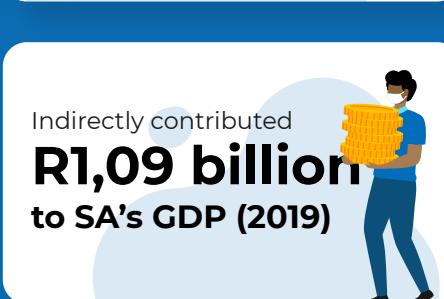
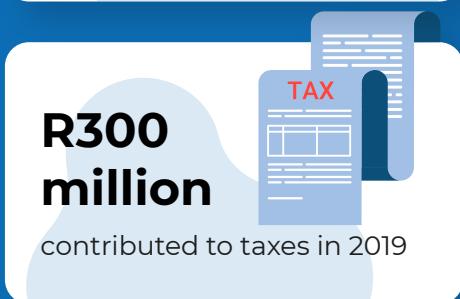
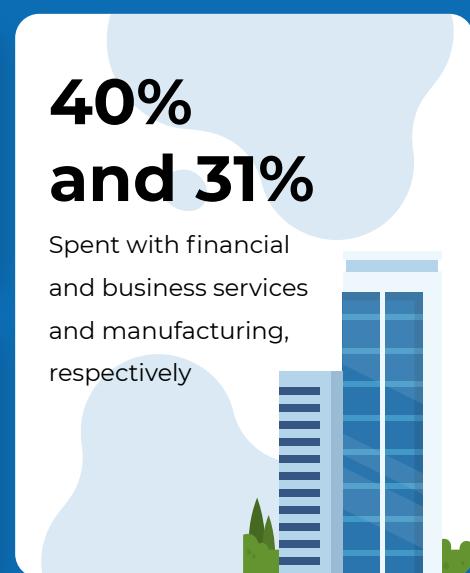


GROSS VALUE ADDED CONTRIBUTION
R930 million (2019)
from the vapour products industry



Vapour products sales in 2019 amounted to **R1,25 billion**

INDIRECT ECONOMIC IMPACT



INDUCED ECONOMIC IMPACT

Supports
1 500+
JOBS



R130 million
contributed to
taxes (2019)



R470 million
GVA contribution
to GDP in 2019



TOTAL ECONOMIC IMPACT: SIGNIFICANT



More than
R2,49 billion
GVA contribution to
GDP (2019)



Contribute
R710 million
in taxes in 2019



Supports
9 500+
JOBS

IMPACT OF TOBACCO BILL ON INDUSTRY

Ban on sales, online and
health distribution
channels = decline of
17%
in industry sales



Ban on public use =
5,8% reduction
in sales



Ban on advertising,
promotions and
sponsorship =
11.4%



GVA contribution to
GDP to decline to
R557,1 million



2 300
potential job losses



Related
industries that
will be impacted

Manufacturing,
Transport &
Communication,
Trade & Hospitality,
and Financial &
Business Services

34,2%
overall decline
in sales if Bill
is ratified



Contribution
to tax = **less**
R206,4 million

