



# THE COST OF VAPING IN THE WORKPLACE

How Vape Escape helps employers improve workforce wellbeing, reduce absenteeism, and increase workplace productivity.

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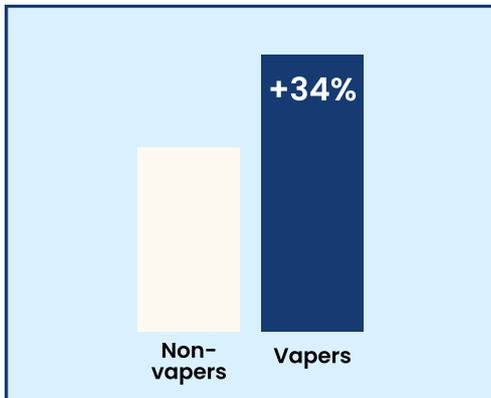
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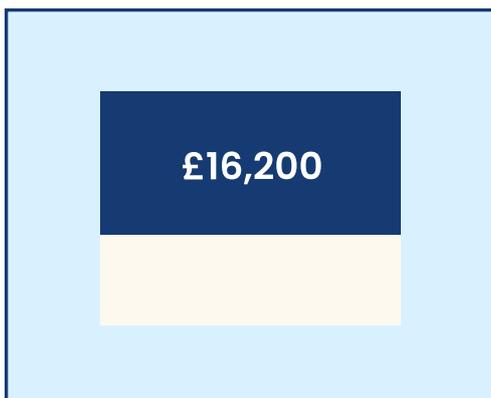
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# THE HIDDEN BUSINESS COST OF VAPING

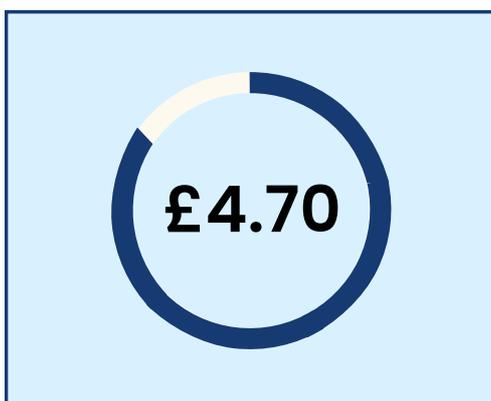
## Executive Summary



**Vapers are 34%** more likely to take sick days, and **65%** more likely to take “unexcused absences.” This is equivalent to 6 extra sick days when compared to a non-vaper.



A company with 250 employees at the 2025 UK national average salary of £39,039 could be spending **£16,200 extra** per year due to vaping-related absences.\*



A Deloitte analysis has reported that “employers achieve on **average £4.70 return for £1 invested in employees’ mental health and wellbeing**, and early intervention and prevention produces the highest benefits.”



**Vaping (due to nicotine) has been shown to have effects on absenteeism, productivity, focus, and healthcare insurance premiums.**

# WHY VAPING IS QUIETLY DRIVING UP HEALTH COSTS

## The Problem for Employers



There are currently 3.6 million daily vapers in Great Britain, of which 0.5 million are never-smokers. This statistic is trending upwards year-on-year.

### Hidden cost pillars

- + Absenteeism**  
More short- and long-term illness, and additional sick leave.
- ~ Reduced Productivity**  
Vape breaks, poor focus, cravings, and withdrawal symptoms.
- 📄 Insurance**  
Premiums could be reduced with engagement in a wellbeing strategy.

### Mini case example:

250 employees  
Daily vapers: 7% = 18  
Extra sickness + unexcused absences: 6 days  
Average salary: £39,039\*  
Paid leave per day: £150  
Extra cost per year: £16,200



\*Based off UK average salary, 2025. Office of National Statistics (ONS)

UK-specific data on vaping and absenteeism is still emerging. Figures shown represent best available evidence from comparable US workplace studies, adjusted for UK salary data.

# WHAT THE EVIDENCE SHOWS

The science-based data

## 2x

Risk of depression and anxiety compared to non-vapers

## 34%

Higher absenteeism among vapers

## 1/2 SMOKERS

Report seeing discrete vaping in the workplace a trigger to smoke, undermining quit attempts.

Vaping can impact organisations in multiple negative ways.

The biggest current known health risk to employees is mental health illness, through the effects of nicotine. Long-term data is still emerging.

The combination of lost productivity and increased leave from illness and absenteeism creates a hidden but quantifiable cost to your business.



# THE RIPPLE EFFECT ON YOUR ORGANISATION

## The Corporate Impact

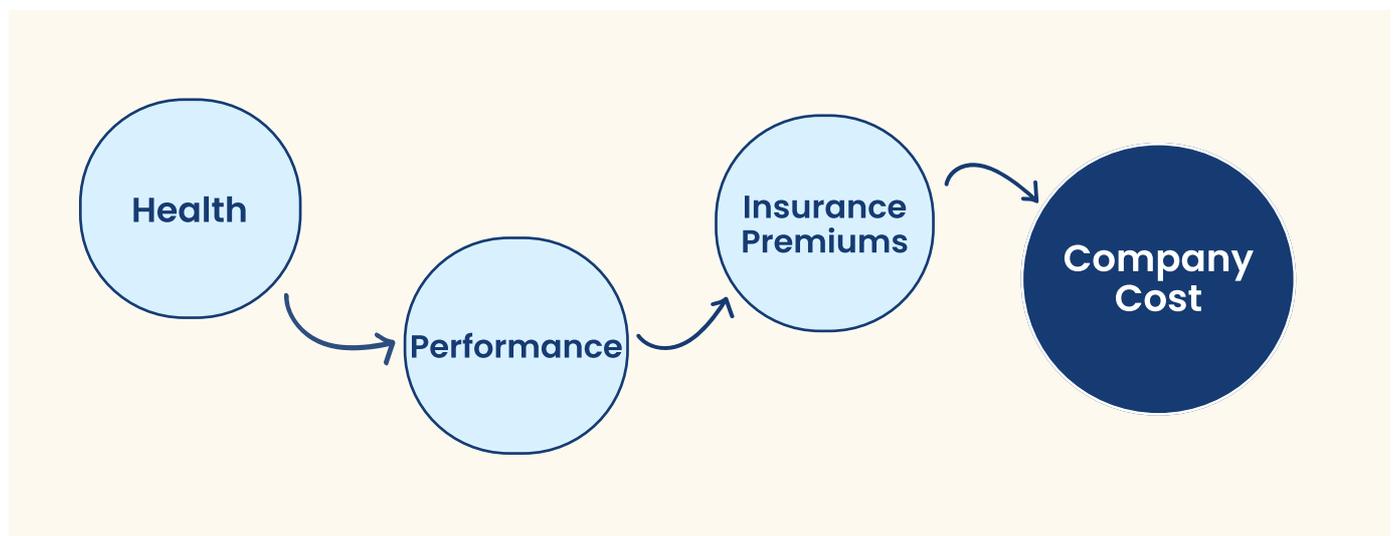
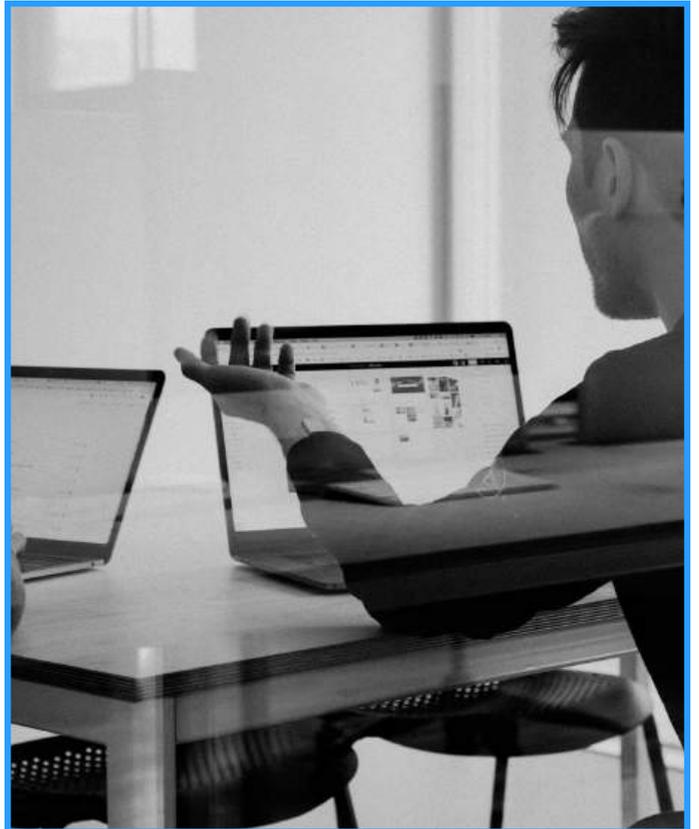
### Employee wellbeing impact

#### Increased risk of:

- Depression and anxiety
- Recent evidence of increased risk of heart, stroke, and lung disease
- Withdrawal symptoms at work - irritability, cognitive issues, restlessness

### Organisational outcomes

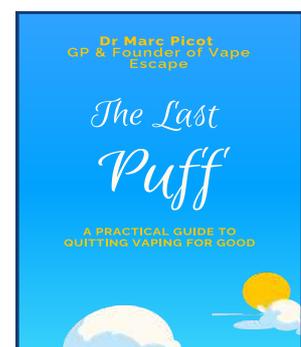
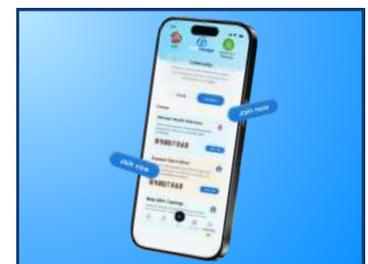
- Absenteeism
- Reduced productivity/presenteeism
- Subsequent loss of income
- Higher insurance premiums



# OUR EVIDENCE-BASED APPROACH

## The Corporate Solution

- 1 Corporate Workshops** – Dr Picot led sessions for employees and HR teams. In-person or virtual expert GP led workshops for vapers in the workforce. Guidance and advice and how to initiate vaping wellbeing incentives within the workplace for employers.
- 2 A Professional Guide** – for healthcare and wellbeing officers providing advice and guidance on optimising employee wellbeing and how to save costs.
- 3 Vape Escape App** – 24/7 support, craving tools, and progress tracking. The first quit vaping app designed by a doctor and ex-vaper. Anonymous engagement analytics embedded for employee usage.
- 4 Interactive Course** – digital modules with downloadable guides. 18 lessons, broken up into 5 modules, plus a bonus module with downloadable resources to compliment the learning programme.
- 5 The Last Puff eBook** – self-guided quitting support. 53 page eBook available for instant download that vapers can work through at their own pace.



# SEAMLESS INTEGRATION INTO YOUR WELLBEING STRATEGY

## How It Works



### Example Basic Analytics Reporting

- Quit Rate at 30 Days
- Vaper Participation Rate
- Estimated Annual Savings



Full analytics can be provided including quit rates, overall wellbeing changes, employee feedback on service provision, and the custom estimated ROI based on information given by the employer.

# THE BUSINESS CASE FOR A VAPING WELLBEING INCENTIVE

## ROI Snapshot

### Vape Escape Potential Impact on Absenteeism alone - A Worked Example

Metric	Value
Total employees	500
Daily vapers	36
Absenteeism cost per year (based on national average salary)	£19,440
Participation rate of 60%, with a quit rate of 30%	3-5 vape-free
Savings from absenteeism <b>alone</b>	<b>£5,832/year</b>



A 30 % quit rate among vapers yields measurable savings within 12 months, which evidence shows amongst nicotine users is achievable with intensive support. Rates drop to 3% unaided.

This is **before factoring** in the increase in **productivity gained**, which is difficult to measure tangibly, or a **reduction in healthcare premiums** for involvement with workplace wellbeing incentives.

Therefore, **the actual ROI is likely to be much higher.**



## 28% Lower Healthcare Costs

Vitality's claims-rated corporate schemes report engagement with its wellness programmes results in 28 % lower healthcare costs.

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# BUILDING A HEALTHIER, VAPE-FREE WORKFORCE



Contact us to get your bespoke ROI estimate or interest in partnering with Vape Escape for a pilot trial.

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