

Consumer Organisations Urge Belgian Government to Reconsider Proposed Vape Flavour Ban

Brussels, 11.03.2026 - Eight consumer organisations representing thousands of citizens across Europe have issued an [open letter](#) urging the Government of Belgium to reconsider its proposed ban on flavoured vape liquids.

The proposal, introduced by Health Minister Frank Vandenbroucke would restrict e-liquids to tobacco flavour only and introduce a “positive list” of just 16 authorised flavouring substances.

While protecting youth from nicotine use is an important goal, the organisations warn that removing flavours could have unintended consequences for adult smokers who rely on vaping as a less harmful alternative to cigarettes.

[Across the EU](#), fruit and sweet flavours are the most popular among adult vapers (68%), followed by tobacco (38%) and menthol (31%). Evidence also shows that adults using flavoured e-cigarettes have [230% higher](#) odds of quitting smoking than those using tobacco-flavoured or non-flavoured alternatives.

Michael Landl, Director of the World Vapers’ Alliance, commented:

“More than two million adults still smoke in Belgium, and e-cigarette flavours could help many of them move away from cigarettes. Ignoring the evidence on how adult smokers successfully quit risks repeating the mistakes seen in the Netherlands. The flavour ban pushed consumers either back to smoking or towards the black market.”

In the [Netherlands](#), following its flavour ban, demand shifted to informal markets such as social media and cross-border purchases. One year after the ban, smoking rates [increased by 4%](#) and vaping rose by 25% among adolescents.

The signatories call on the Belgian government to withdraw the proposed ban, maintain legal access to regulated flavoured products for adults, legalise nicotine pouches, and strengthen age verification and enforcement measures to protect minors while supporting smokers who want to quit.

For more information, please contact:

World Vapers’ Alliance

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The World Vapers’ Alliance amplifies the voices of vapers around the world and empowers them to make a difference in their communities. Our members are vaper associations as well as individual vapers from all over the world. www.worldvapersalliance.com