

FROM 1ST JANUARY 2027

The Generational Tobacco Ban



WHAT IS THE GENERATIONAL TOBACCO BAN?

The new law prevents the sale of tobacco products to anyone born **on or after 1st January 2009**.

WHAT IS THE AIM?

To create a **smoke-free generation** and improve public health for years to come.

KEY DATES

- 1ST JANUARY 2027**
Ban comes into effect. It will be illegal to sell tobacco products to anyone born on or after 1st January 2009.
- EVERY YEAR THEREAFTER**
The ban becomes stronger. The minimum age of sale increases by one year each 1st January.
- FROM 2040 ONWARDS**
Smoke-free generation. No one born from 1st January 2009 onwards will ever be able to legally purchase tobacco.

KEY FACTS

- + The ban applies to **all tobacco products**, including cigarettes, rolling tobacco and cigars.
- + Retailers must continue to check ID and follow **Challenge 25**.
- + The ban does not apply to nicotine replacement therapies (NRT) or e-cigarettes.
- + It's about protecting young people and supporting a healthier future.

LEGISLATION

The ban is set out in the Tobacco and Vapes Act 2023.

Retailers who sell tobacco to someone who is legally too young could face a fine of up to £2,500.

WHAT CAN YOU DO?

- Check ID - Challenge 25 remains essential
- Train your staff and update your policies
- Use reliable age estimation solutions like **MyCheckr** to support compliance