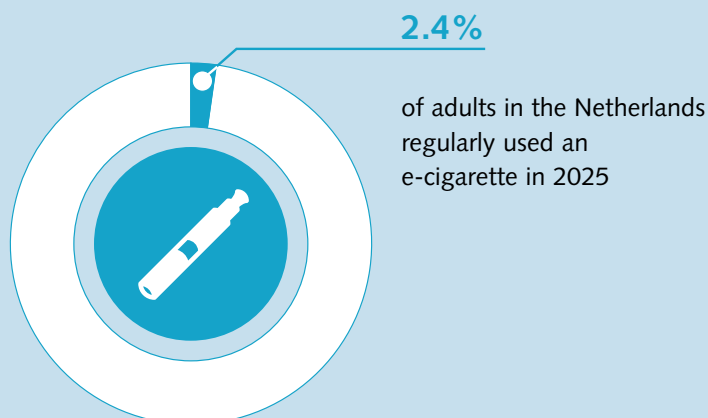
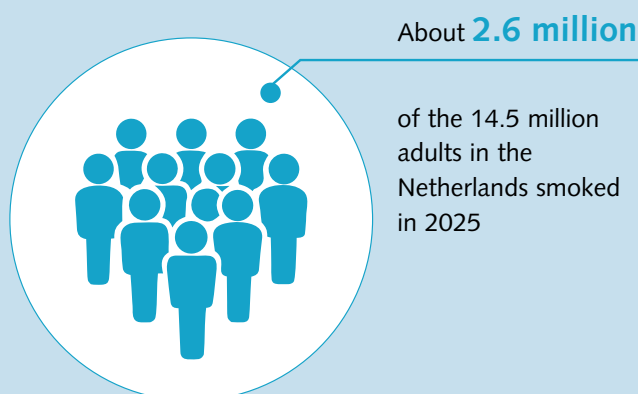
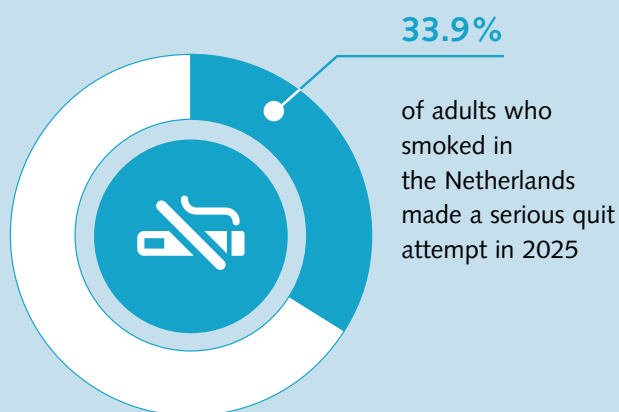
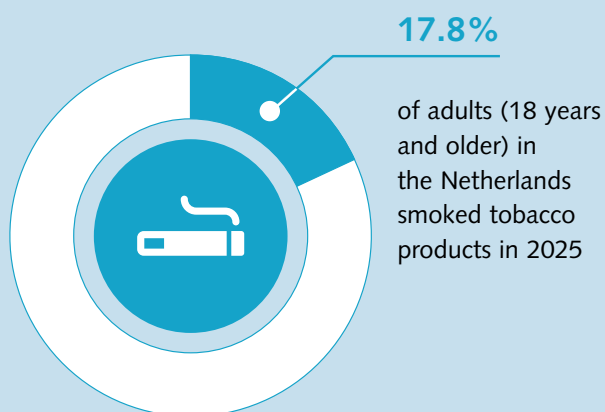


Smoking in the Netherlands: Key statistics for 2025

Statistics on smoking, smoking cessation, and the use of
e-cigarettes (vapes) in the Netherlands

June 2026

Smoking in the Netherlands





This report outlines key statistics on smoking, smoking cessation, tobacco smoke exposure, and e-cigarette (electronic cigarette) use among adults in the Netherlands in 2025. It is an English-language translation of the [Dutch-language report](#). All statistics come from the *Health Survey* database, which is part of the Netherlands Lifestyle Monitor data collection.¹

The Netherlands Lifestyle Monitor

The Lifestyle Monitor includes multiple data sources. One of these sources is the *Health Survey*, which is conducted by Statistics Netherlands. The Trimbos Institute and Statistics Netherlands are part of the Lifestyle Monitor Consortium, which is responsible for the content and data collection of the Lifestyle Monitor. The National Institute for Public Health and the Environment coordinated the data collection. The Lifestyle Monitor Consortium has been commissioned by the Ministry of Health, Welfare and Sport in the Netherlands and Statistics Netherlands.

The Health Survey

The *Health Survey* is an annual survey of the population of the Netherlands, which has been conducted by Statistics Netherlands since 1981. Statistics Netherlands collects data on the health of the population of the Netherlands through an annual random, representative sample of adults from the municipal population registry. Respondents were first approached to participate in the survey via the internet. A selection of those who were invited to participate in the survey but did not respond were approached for a face-to-face interview. More information about the survey methods used to collect data for the *Health Survey* can be found on the [website of Statistics Netherlands](#).²

A total of 7,887 adults (18 years and older) completed the *Health Survey* in 2025. In addition to collecting data about other health topics, the *Health Survey* collects data on smoking, smoking cessation, and the use of e-cigarettes by the population of the Netherlands.

The role of the Trimbos Institute

The Trimbos Institute publishes key national statistics on smoking, alcohol use, and drug use. Key smoking statistics include, but are not limited to, smoking rates, rates of adults who use e-cigarettes, and smoking cessation attempts in the Netherlands. Both local and national government agencies in the Netherlands use these statistics to monitor tobacco use and gain insight into how tobacco control policies work. Experts at the Trimbos Institute used the data from the *Health Survey* to calculate the statistics presented in this report.

This report presents statistics about 'smokers' (which include both daily and non-daily smokers) and 'daily smokers' (who smoke every day); this report also presents statistics on e-cigarette use. All statistics describe the adult population, defined as aged 18 years and older. In many figures, 2025 data is compared with data from 2024 and with data from 10 years ago (2015). A selection of the statistics have also been published in Dutch on the '[State of Public Health and Health Care](#)' website.³

What is meant by 'significant'?

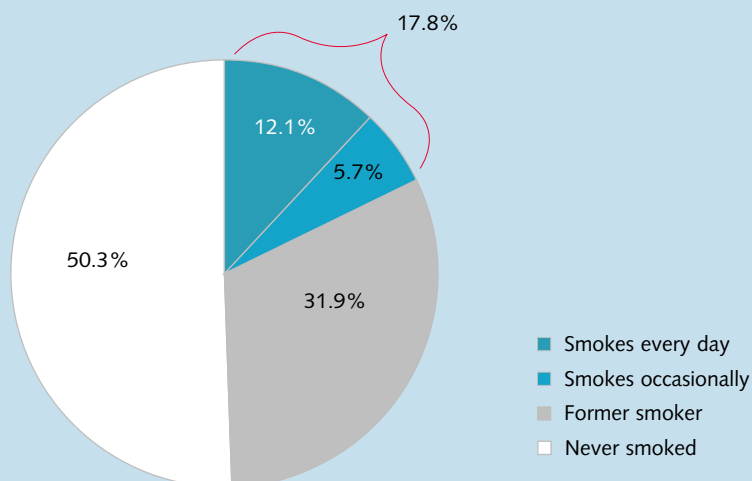
This report sometimes describes differences as 'significant'. By that, it is meant that these differences are *statistically* significant. Differences are statistically significant if the odds are very small that these differences are caused by mere chance. This report frequently compared data of more than one year (2015, 2024, and 2025); if differences between years are significant, this is noted in the text.

Netherlands Expertise Center for Tobacco Control

The Netherlands Expertise Center for Tobacco Control (NET) is part of the Trimbos Institute. The Center develops, collates, and disseminates independent knowledge on all aspects of tobacco use and tobacco control to health professionals, scientists, and public officials in the Netherlands. These dissemination activities include sharing information about tobacco usage, prevention options, treatment of tobacco addiction, and policy options.



Figure 1. Smoking rate among adults in the Netherlands in 2025



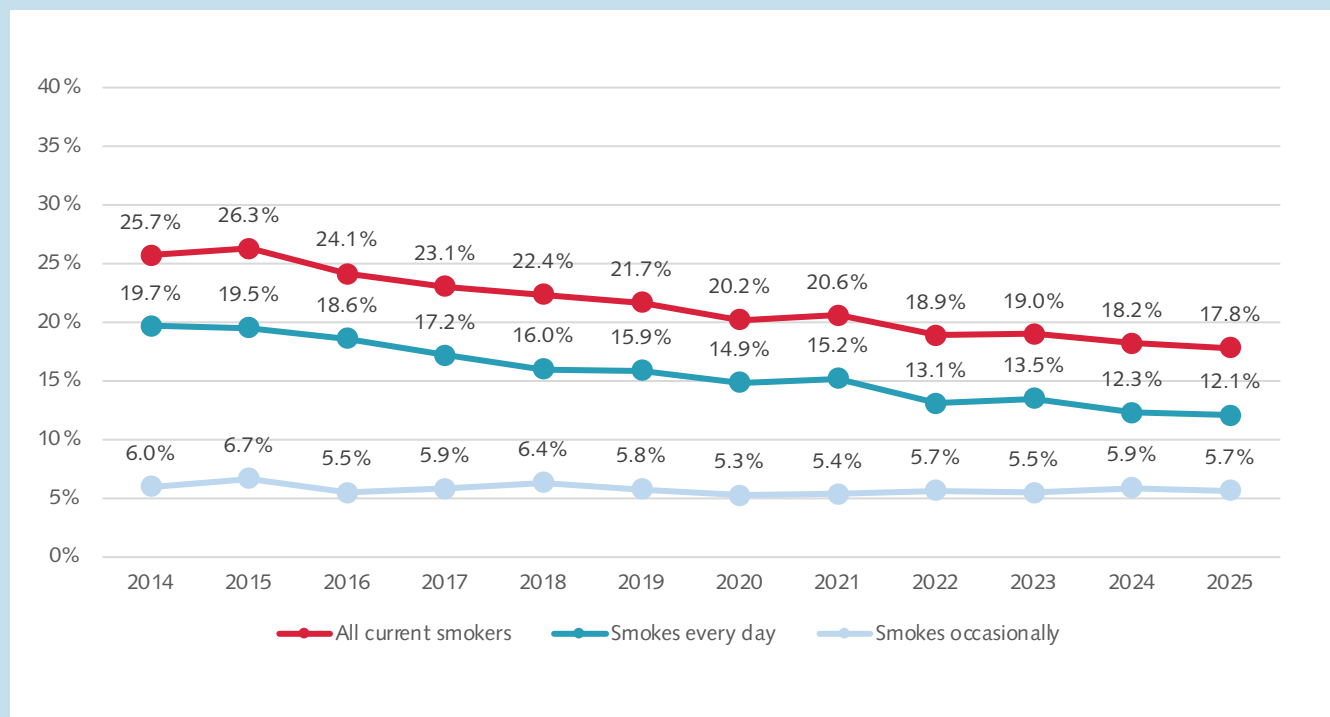
Note: Approximately 17.8% of adults in the Netherlands smoked tobacco products in 2025. This includes 12.1% daily smokers and 5.7% occasional (non-daily) smokers. Of adults in the Netherlands who reported smoking, 68.1% smoked every day.

Table 1. Estimated number of smokers in 2025

	Estimation	Lower limit	Upper limit
All smokers	2,561,000	2,428,000	2,694,000
Lower education	723,000	648,000	798,000
Middle education	1,036,000	948,000	1,125,000
Higher education	758,000	681,000	835,000
Daily smokers	1,744,000	1,632,000	1,856,000
Lower education	611,000	542,000	680,000
Middle education	749,000	673,000	824,000
Higher education	348,000	296,000	400,000
Non-daily smokers	817,000	748,000	886,000
Lower education	112,000	82,000	142,000
Middle education	288,000	242,000	333,000
Higher education	410,000	355,000	464,000

Note: About 2.6 million adults in the Netherlands smoked in 2025. As this is an estimation, Table 1 also shows lower and upper limits of the number of adults who smoked. Data is not available on the education level of all study participants. Therefore, the estimate for the total population sometimes differs from the estimates for the education groups combined.

Figure 2. Smoking rates over time among adults in the Netherlands



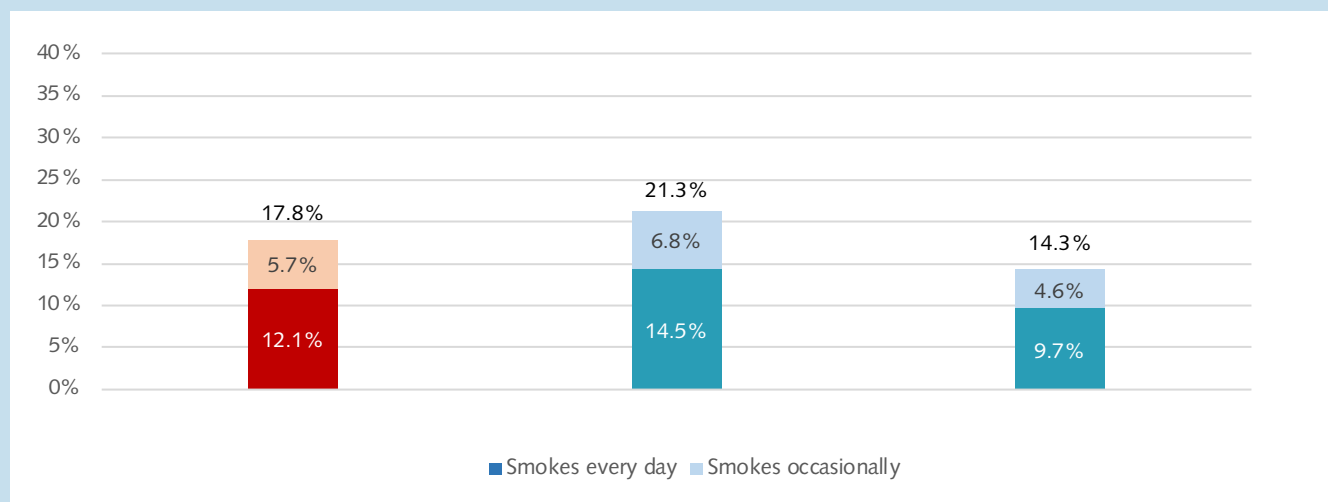
Note: Both the overall smoking rate and the daily smoking rate did not change significantly* between 2024 and 2025. The adult smoking rate in the Netherlands decreased significantly between 2015 and 2025. In addition, the proportion of adults who smoke every day and the proportion of occasional smokers decreased significantly between 2015 and 2025.



* A definition of significance can be found on Page 2.

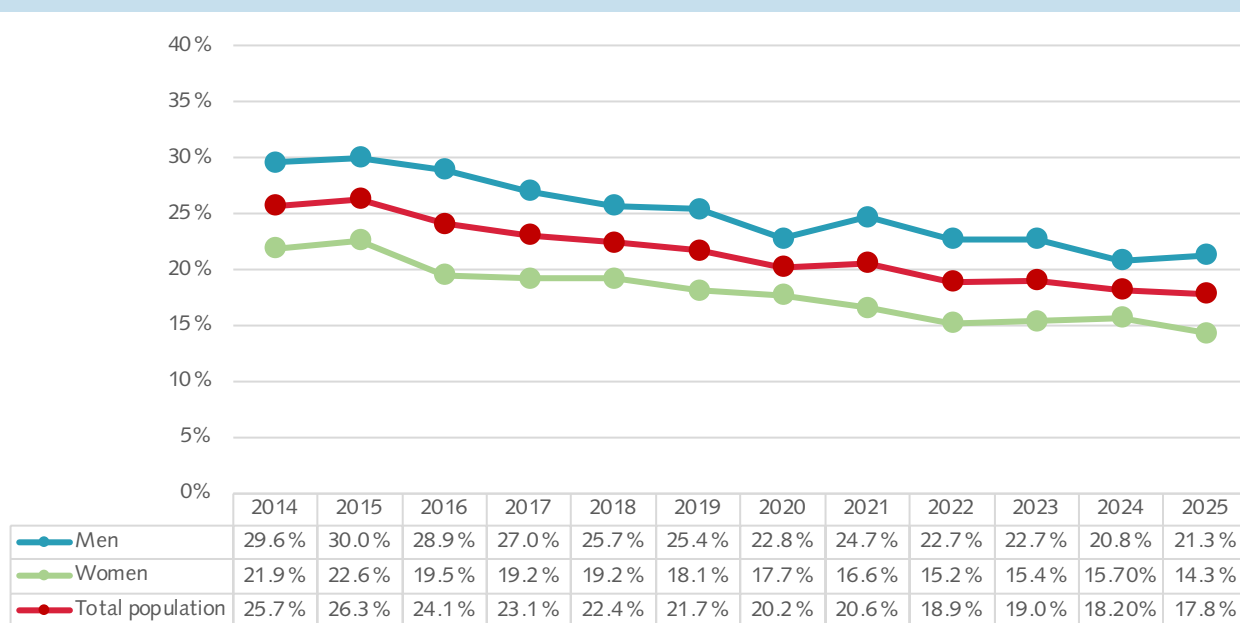


Figure 3. Smoking rates by sex in 2025



Note: Significantly more men in the Netherlands reported smoking than women. In addition, more men reported smoking every day. This figure displays the smoking rate of the total adult population of the Netherlands in red for comparison.

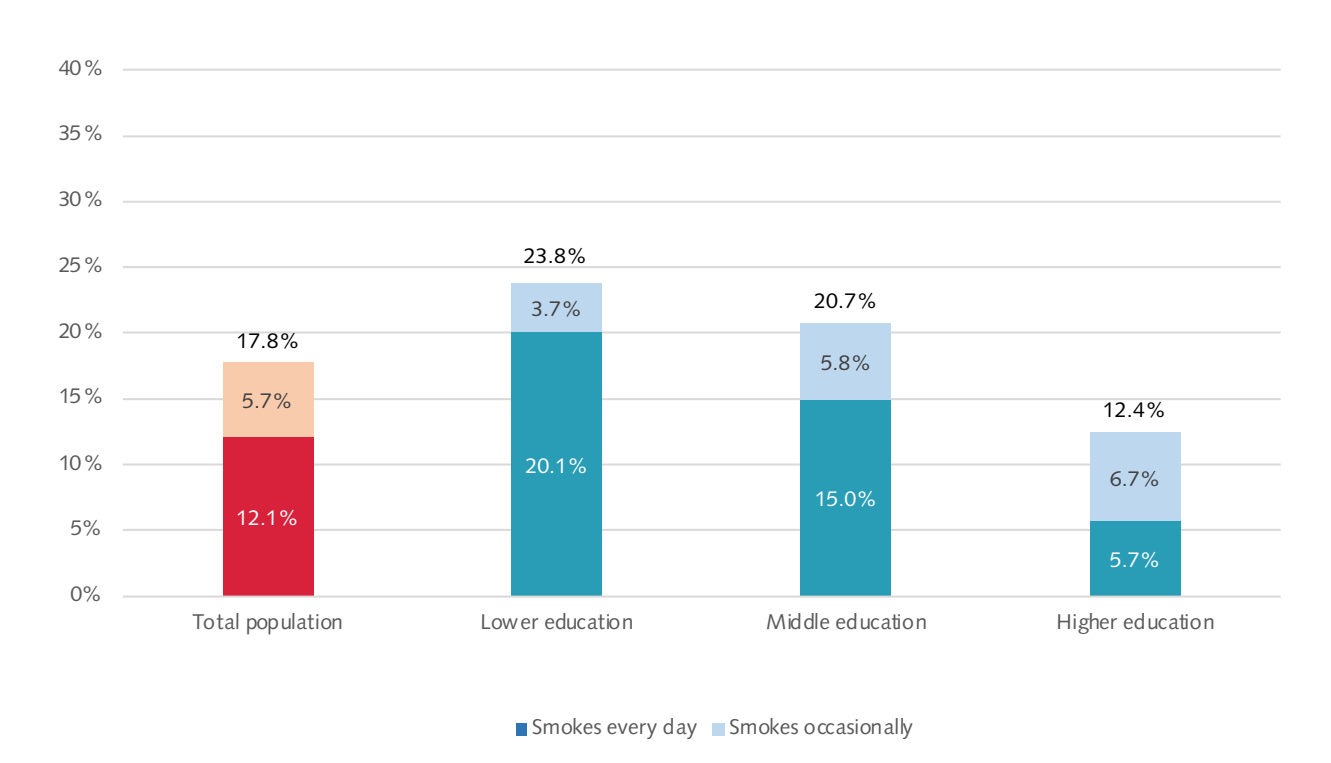
Figure 4. Smoking rates over time by sex



Note: Between 2024 and 2025, the smoking rate did not change significantly for both men and women in the Netherlands. However, smoking rates did decrease significantly between 2015 and 2025 for both men and women. This figure displays the smoking rate of the total adult population of the Netherlands in red for comparison.



Figure 5. Smoking rates by education in 2025

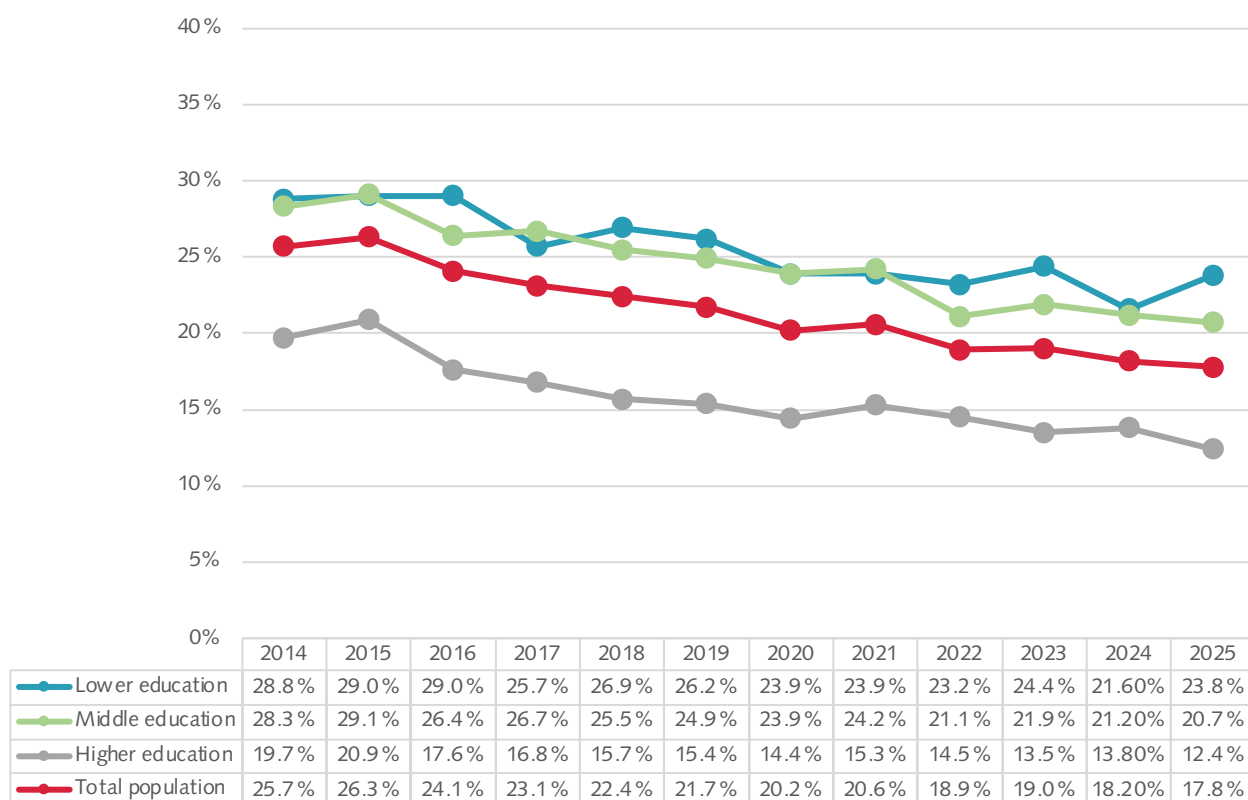


Note: In the Netherlands, both smoking rates and daily smoking rates differed in all three educational groups in 2025. As the Netherlands has a relatively higher percentage of people with higher education than of people with lower or middle education levels, the absolute number of smokers with higher education is higher than the number of smokers with lower or middle education. These figures are shown in Table 1. This figure displays the smoking rate of the total adult population of the Netherlands in red for comparison.

Due to rounding, the percentages do not always add up to their total.



Figure 6. Smoking rates over time by education



Note: Between 2024 and 2025, the smoking rate did not significantly decrease or increase in all three educational groups. In addition, smoking rates decreased significantly between 2015 and 2025 among all three groups. This figure displays the smoking rate of the total adult population of the Netherlands in red for comparison.

What are lower, middle, and higher levels of education in the Netherlands?

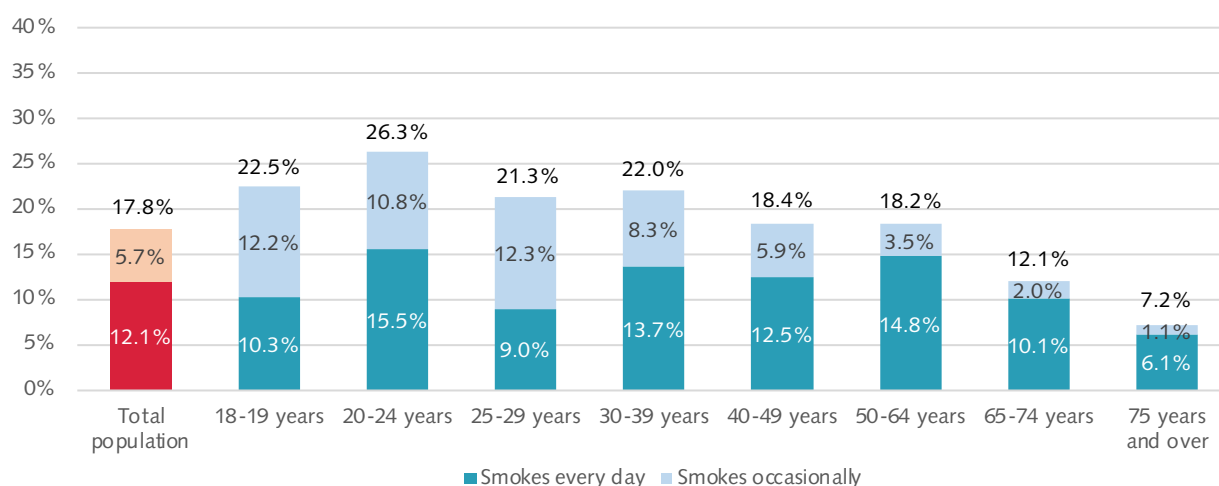
This report presents information about people who smoke and educational levels in the Netherlands. A description of the educational level categories is below:

- Lower education: Elementary school, lower secondary education, or lower vocational education
- Middle education: Intermediate vocational education or higher secondary education
- Higher education: Higher vocational education or university

In this report, adults were grouped into three levels of education. Among people 18 to 24 years old, we used the highest level of education they either completed or are currently studying to attain. Among people aged 25 years and older, we used the highest level of education completed.



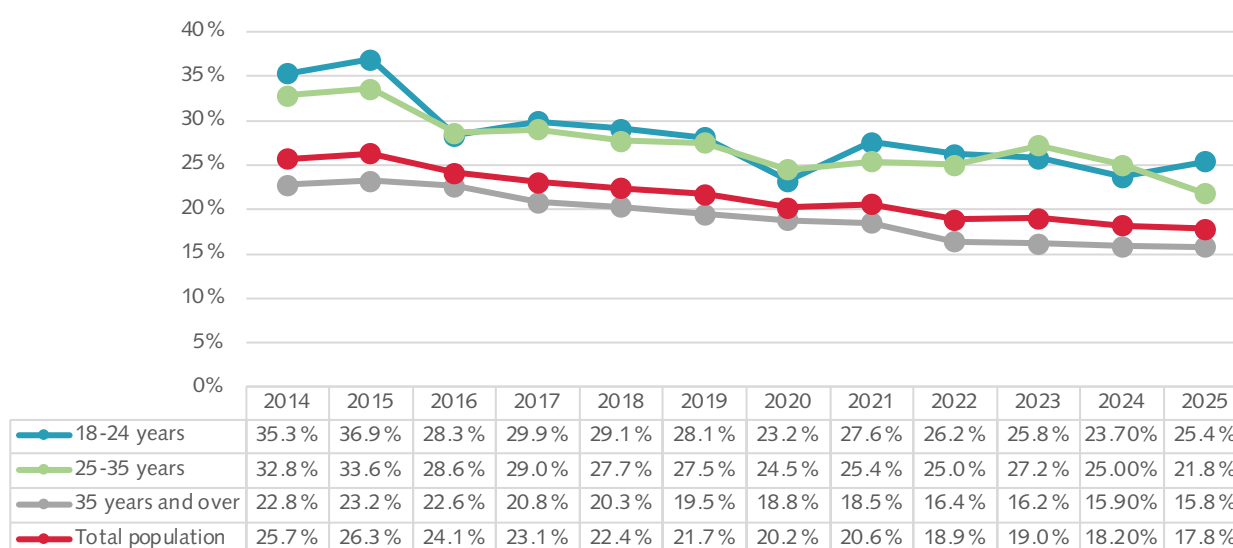
Figure 7. Smoking rates by age in 2025



Note: In the Netherlands, the proportion of smokers was highest in people aged 20-24 years in 2025. People aged 75 and older were the least likely to report smoking. In older groups, a larger proportion of smokers smoked every day than in the youngest groups. This figure displays the smoking rate of the total adult population of the Netherlands in red for comparison.

Due to rounding, the percentages do not always add up to their total.

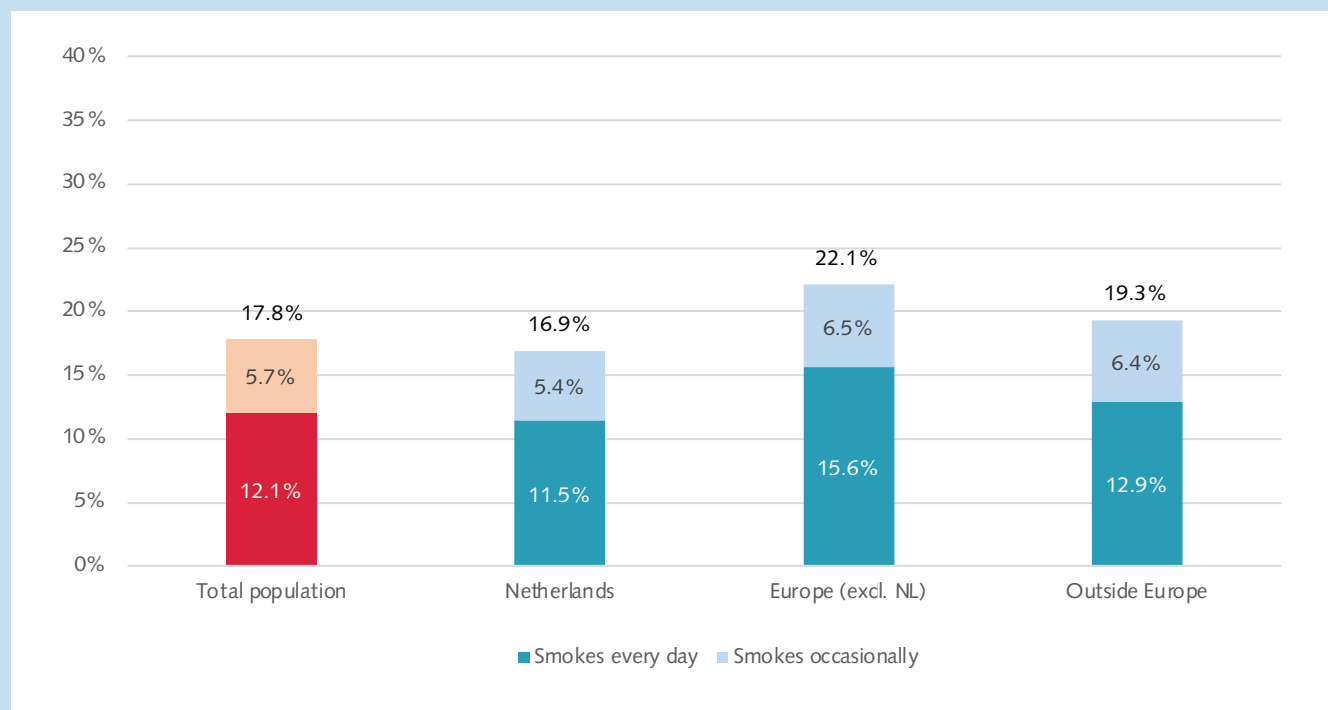
Figure 8. Smoking rates over time by age



Note: Between 2024 and 2025, the smoking rate did not significantly decrease or increase in all three age groups (18-24 years, 25-34 years, 35 years and older) in the Netherlands. Between 2015 and 2025, the smoking rates decreased significantly in all three age groups. This figure displays the smoking rate of the total adult population of the Netherlands in red for comparison.



Figure 9. Smoking rates by country of origin in 2025



Note: Among people of Dutch origin, a significantly smaller proportion smoked than among people of European origin, but there was no difference compared to people of non-European origin. There was also no difference between people of European and non-European origin. Among people of Dutch origin, a significantly smaller proportion smoked every day than among people of origin within Europe, but they did not differ from people of origin outside Europe. There was no difference between people of European origin and non-European origin. For comparison, this figure shows the percentages of the total population in red. Due to rounding, the percentages do not always add up to their total.

What is a country of origin?

A person's country of origin is defined by the following criteria:

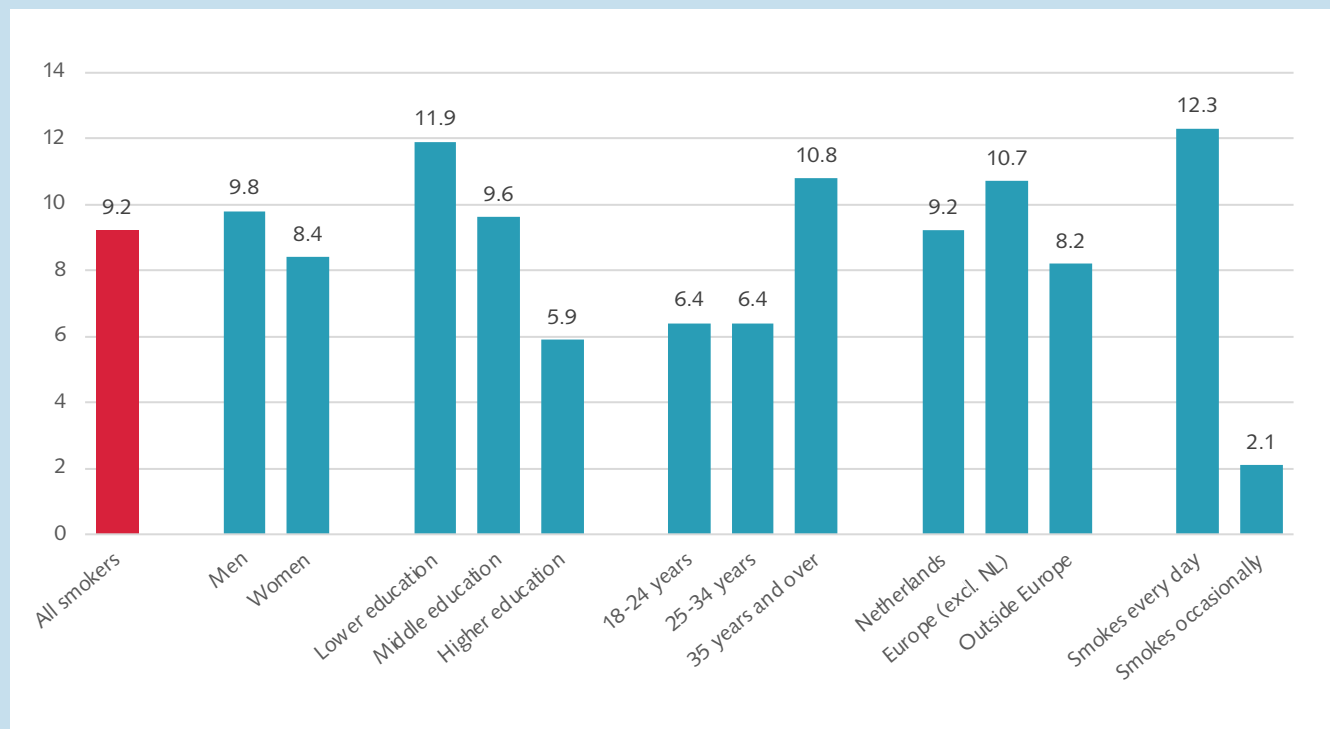
- A person who was born in the Netherlands and *both* parents were born in the Netherlands is classified to have the Netherlands as their country of origin.
- A person who was born in the Netherlands and *both* parents were born outside of the Netherlands has the same country of origin as their mother.
- A person who was born in the Netherlands and *one* parent was born outside of the Netherlands has the same country of origin as that parent.
- A person who was born outside the Netherlands has their country of birth as their country of origin.

Statistics Netherlands further categorizes a foreign country of origin into 'European' and 'Non-European'. The government of the Netherlands uses statistics on people's country of origin to explain differences in cultural practices and health behaviors.

Want to know more about this topic? Visit the [Statistics Netherlands website](#) for more information.



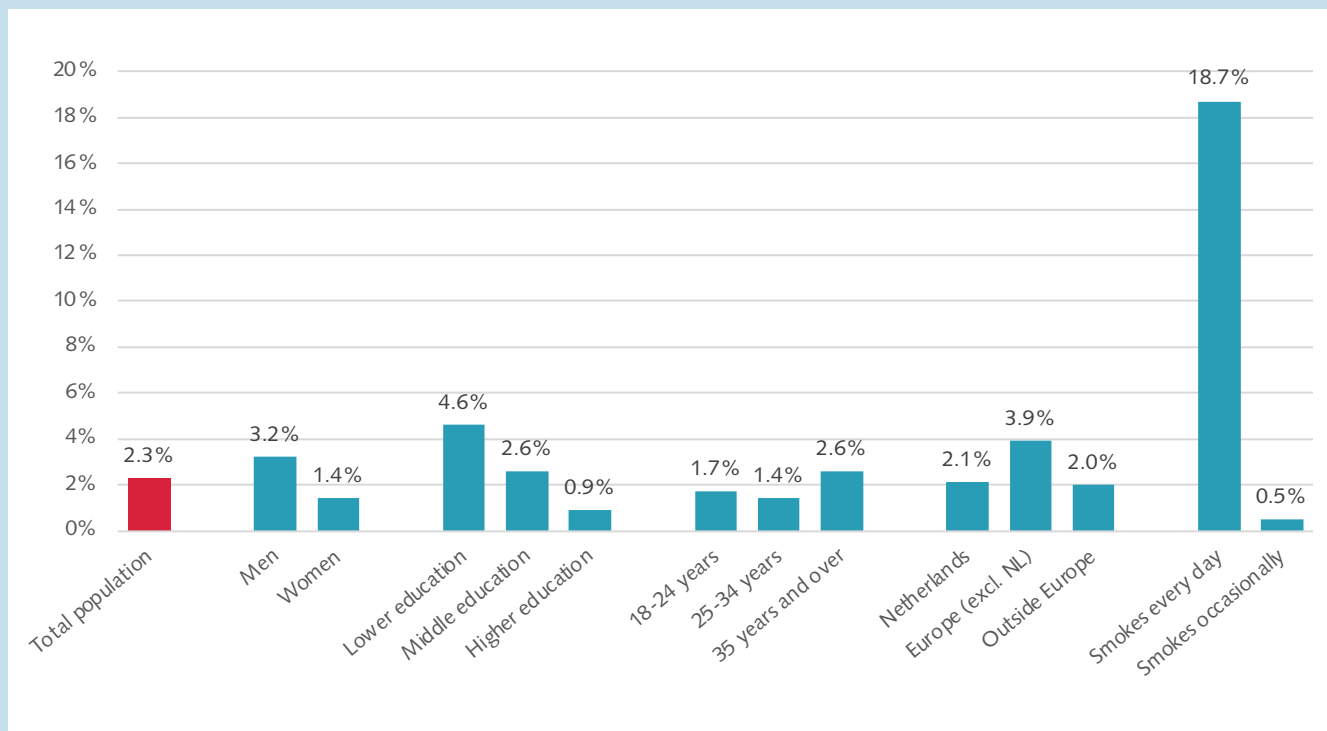
Figure 10. Average number of cigarettes smoked by smokers in 2025



Note: This figure presents data only from people who reported smoking cigarettes or roll-your-own tobacco in the Netherlands in 2025. The figure displays the average number of cigarettes smoked each day. People with lower education, people aged 35 and over, and daily smokers reported smoking the highest number of cigarettes per day in 2025. The analysis found no significant differences by sex or country of origin.



Figure 11. Proportion of adults who were heavy smokers in 2025



Note: In 2025 in the Netherlands, only a small percentage of people (2.3%) reported smoking more than 20 cigarettes a day; these people are considered heavy smokers. People who reported being heavy smokers tended to be men, had lower educational attainment, and reported smoking every day. People aged 25-34 are less likely to be heavy smokers than people aged 35 and older, but do not differ from people aged 18-24. People with a European country of origin were more often heavy smokers than people with a Dutch origin or people with a country of origin outside of Europe. This figure displays the heavy smoking rate of the total adult population of the Netherlands in red for comparison.

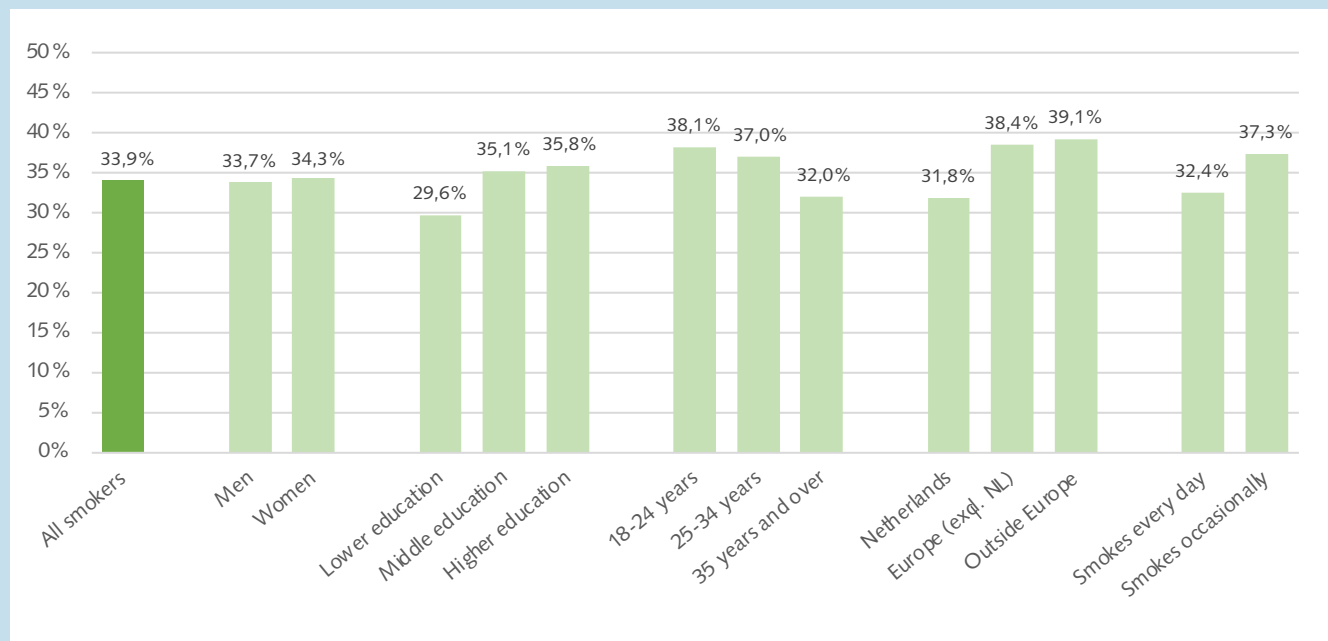
What is heavy smoking?

Someone who smokes 20 cigarettes or more on average each day is called a 'heavy smoker'.

It is important to know how many heavy smokers there are and whether their number of cigarettes increases or decreases over time. Heavy smokers are more likely to become ill or to die due to their smoking. People who smoke heavily for their entire life tend to live 13 years less than those who never smoked. People who smoke every day, but who are not heavy smokers, reduce their life expectancy by nine years on average. Occasional smokers, defined as people who do not smoke every day, tend to live on average five years fewer than non-smokers.⁴

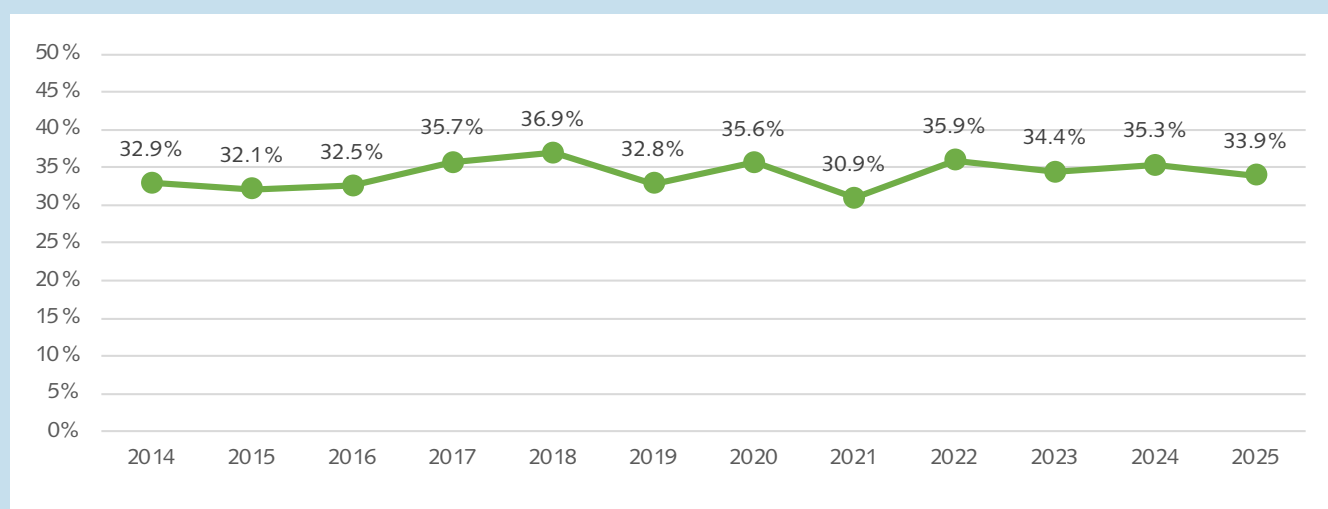


Figure 12. Proportion of smokers who made a serious quit attempt in the past 12 months in 2025



Note: In the Netherlands, about 1 out of 3 people who smoke reported having made a serious quit attempt in the past 12 months in 2025. A quit attempt is considered a serious attempt if the person tries to quit smoking and does not smoke for at least 24 hours. We found no significant difference for sex, level of education, age, country of origin, and daily smoking. This figure displays the smoking rate of the total smoking population of the Netherlands in dark green for comparison.

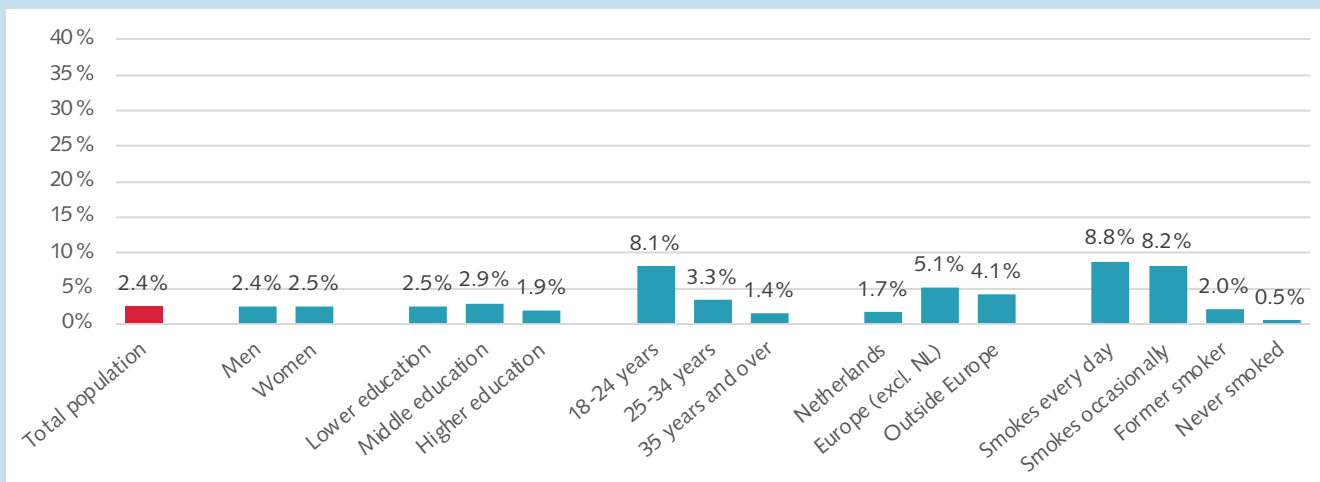
Figure 13. Proportion of smokers who had made a serious quit attempt in the past 12 months over time



Note: In the Netherlands, the rate of smokers who had made a serious quit attempt in the past year did not significantly change between 2024 and 2025. The rate of serious quit attempts remained about the same between 2015 and 2025.

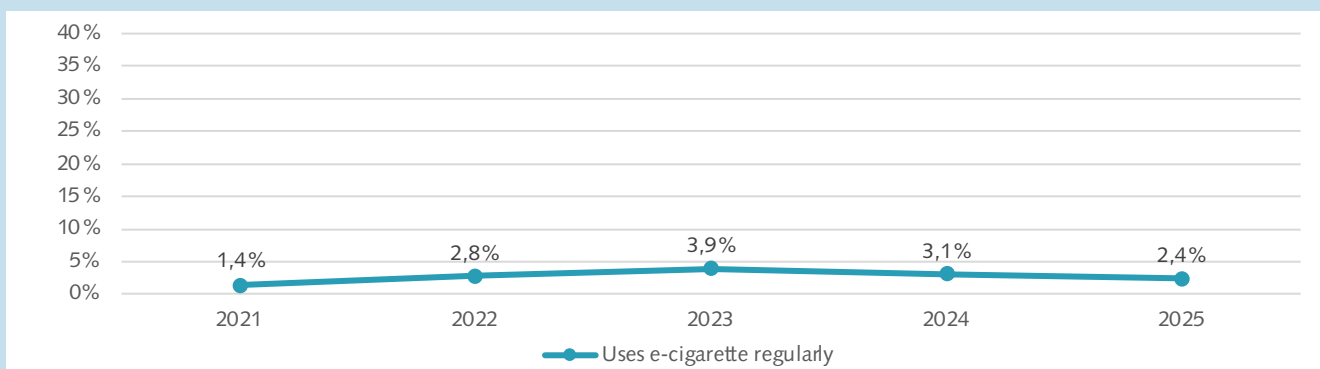


Figure 14. Prevalence of regular e-cigarette use in 2025



Note: This figure presents information about e-cigarette use among all adults in the Netherlands in 2025. By regular use, we mean that people responded “yes, every day” or “yes, but not every day” when asked whether they use an e-cigarette. People with a higher level of education were less likely to report regularly using an e-cigarette than people with a middle level of education, but there was no difference with people with a lower level of education. People aged 18 to 24 were most likely to report regularly using an e-cigarette. People of Dutch origin are least likely to use an e-cigarette than people of European origin or an origin outside of Europe. There was no difference for sex or daily smoking. This figure displays the e-cigarette use rate of the total adult population of the Netherlands in red for comparison. The survey also asked respondents if they used heated tobacco products; only 0.5% of those surveyed reported using such products.

Figure 15. Prevalence of e-cigarette use over time



Note: This figure presents information about e-cigarette use among all adults in the Netherlands in 2025. Of all adults, 2.4% regularly used an electronic cigarette (vape) in 2025. The percentage of adults who regularly used an electronic cigarette has decreased significantly between 2024 and 2025. Between 2021 and 2025, the percentage of adults who regularly use e-cigarettes has increased. 2.4% of the adults used an electronic cigarette; 1.5% had smoked tobacco and 0.9% had not. This means that 59.8% of people who regularly used an electronic cigarette had also smoked tobacco. The question about e-cigarette use has been asked in the same way since 2021. Therefore, we can only look at trends in e-cigarette use from 2021 onwards. Electronic cigarettes have been available in the Netherlands since 2007.

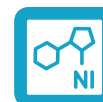
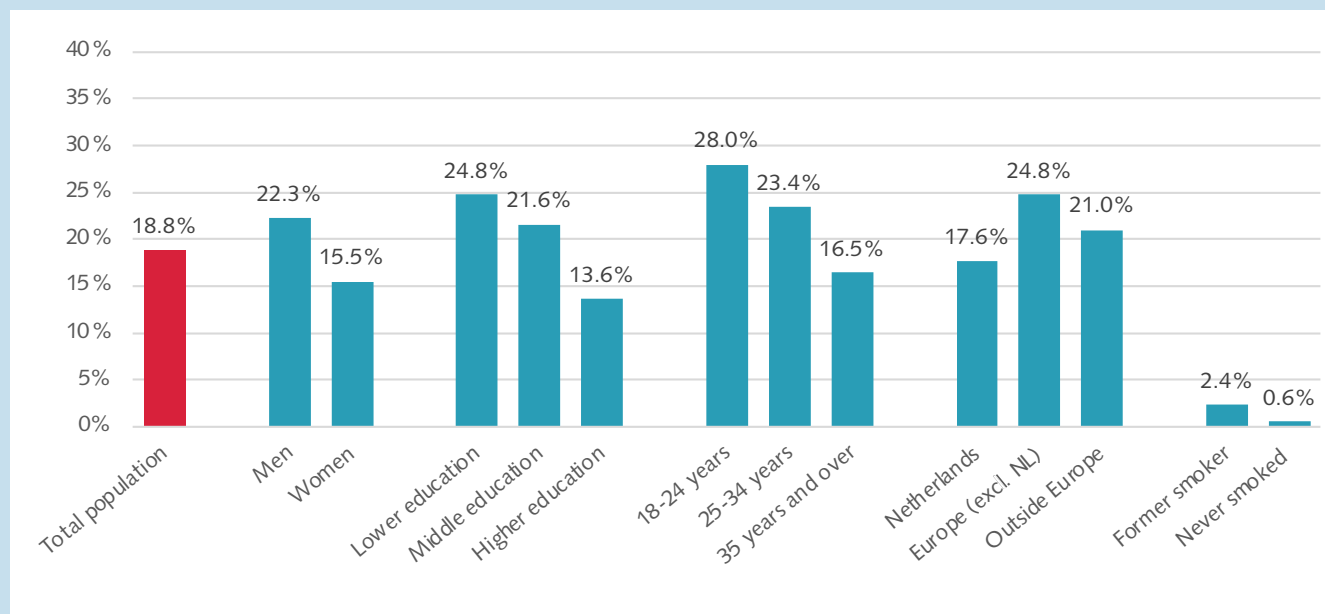
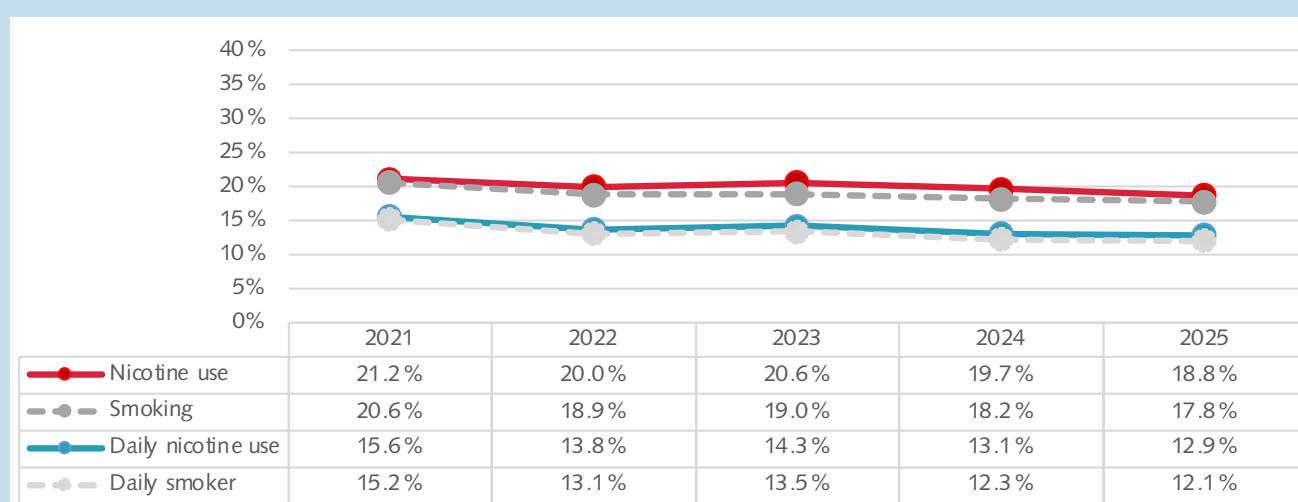


Figure 16. Prevalence of nicotine use in 2025



Note: This graph shows the use of one or more nicotine products. These include tobacco products, e-cigarettes, and heated tobacco products. Nicotine products are used most often by men and least often used by people with a higher education, people aged 35 or older, and people of Dutch origin. This figure displays the nicotine use rate of the total adult population of the Netherlands in red for comparison.

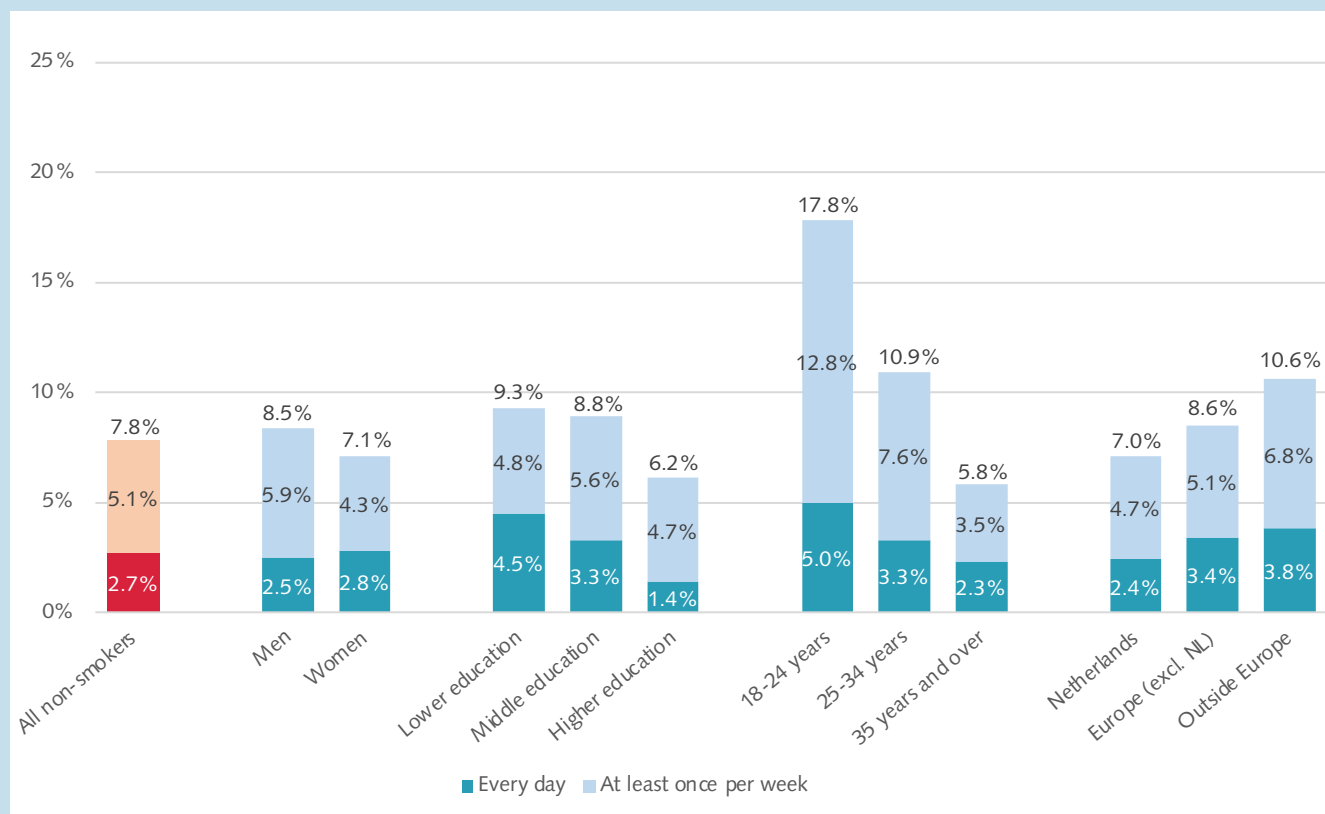
Figure 17. Prevalence of nicotine use over time



Note: Daily nicotine use refers to someone using at least one nicotine product daily. The percentage of adults who regularly use a nicotine product remained the same between 2024 and 2025. Between 2021 and 2025, the percentage of adults who used a nicotine product decreased. The question about e-cigarette use has been asked in the same way since 2021, therefore we can only examine nicotine use trends from 2021 onward.



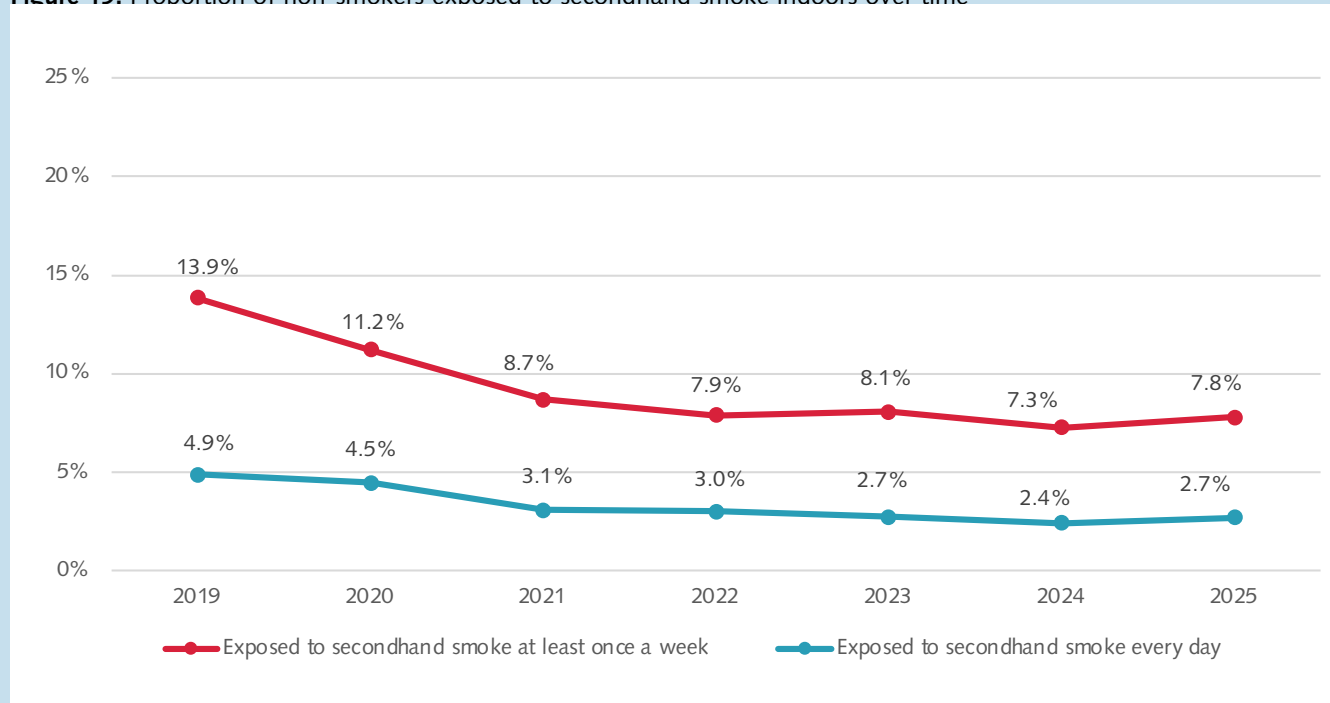
Figure 18. Proportion of non-smokers exposed to secondhand smoke indoors in 2025



Note: This figure contains information only about non-smoking adults in the Netherlands in 2025. It shows the proportion of non-smokers in the Netherlands that reported having been exposed to secondhand smoke inside homes or other indoor spaces. People with a high level of education are less likely to be exposed to secondhand smoke than people with a low or medium level of education. The percentage of people who were exposed to secondhand smoke differs significantly between all age groups, with the group of 18-24 years being exposed most often. People with a Dutch origin were less likely to report being exposed to secondhand smoke than people with a European origin, but did not differ from people with an origin outside of Europe. There is no difference between people with a European origin and an origin outside of Europe. This figure displays the exposure rate of all non-smokers the Netherlands in red for comparison. Due to rounding, the percentages do not always add up to their total.



Figure 19. Proportion of non-smokers exposed to secondhand smoke indoors over time



Note: The percentage of non-smokers who are exposed to secondhand smoke remained the same between 2024 and 2025. The percentage of non-smokers that are exposed to secondhand smoke indoors decreased significantly between 2019 and 2025. The question about exposure to secondhand smoke has been asked in the same way since 2019. That is why we can only look at the change over time from 2019 onwards.

Secondhand smoke: breathing in someone else's tobacco smoke

Secondhand smoke is tobacco smoke from burning tobacco products and smoke that has been breathed out by a person who is smoking. Exposure to secondhand smoke harms health. Secondhand smoke contains toxins similar to those in tobacco smoke. Exposure to secondhand smoke can cause illnesses similar to those that smoking cigarettes does. It is particularly harmful to children. Exposing children to secondhand smoke increases their chance of getting lung infections, ear infections, and other illnesses.⁵

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Further reading



Want to know more about tobacco use and exposure to tobacco smoke in the Netherlands? The following publications may be interesting:

- [Collecting data on tobacco use in the Netherlands](#)
- [Smoking cessation counselling in maternity care in the Netherlands](#)
- [Dutch Youth Health Care: From smoke-free houses to smoke-free parents](#)
- [Local tobacco control policies in the Netherlands](#)

Our mission

The Netherlands Expertise Center for Tobacco Control continues to monitor tobacco use in the Netherlands. The most recent key statistics on tobacco use, alcohol use and drug use among adults are on our website: trimbos.nl/kennis/cijfers (in Dutch).

Please contact Marieke van Aerde (maerde@trimbos.nl) if there are any questions regarding this report.

Colophon

Trimbos Institute

Mailbox 725
3500 AS Utrecht
T: 030 - 297 11 00

Authors

Marieke van Aerde, Jeroen Bommelé and Marc Willemsen

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