



Thematic Household Survey Report - Report No. 85

- Pattern of Smoking

(Survey period: July - October 2025)

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Note(s)

1. This report presents the key findings of the Thematic Household Survey on pattern of smoking in respect of Hong Kong population.
2. For the survey period of each survey year, please refer to the **Explanatory Notes** (Section 6).

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1. Key Figures

Distribution of smokers (including smoking of all forms of tobacco and related products)



2. Pattern of Smoking

Type of smokers

- In 2025, there were some 548 100 daily smokers and some 319 300 ex-daily smokers who previously had a daily smoking habit.
- Daily smokers accounted for 8.6% of all persons aged 15 and over in 2025, whereas the corresponding figure in 2023 was 9.4%.
- On the other hand, ex-daily smokers accounted for 5.0% of all persons aged 15 and over in 2025, while the corresponding figure in 2023 was 5.6%.
- Daily conventional cigarette smokers (538 100 persons) accounted for 8.5% of all persons aged 15 and over in 2025, compared with the corresponding figures of 577 300 persons and 9.1% in 2023.
- Ex-daily conventional cigarette smokers (318 600 persons) accounted for 5.0% of all persons aged 15 and over in 2025, compared with the corresponding figures of 353 300 persons and 5.6% in 2023.

Table 2.1 : Daily smokers / ex-daily smokers by form of tobacco and related products consumed daily

Survey year		2023			2025		
Age group		≥15			≥15		
		Number of persons			Number of persons		
		No. ('000)	Percentage share (%)	Rate (%) (1)	No. ('000)	Percentage share (%)	Rate (%) (1)
Type of smoker	Form of tobacco and related products (2)						
Daily smokers	Conventional cigarettes	577.3	97.5	9.1	538.1	98.2	8.5
	Heated tobacco products	3.4	0.6	0.1	[*7]	[*7]	[*7]
	E-cigarettes	11.6	2.0	0.2	7.9	1.4	0.1
	Others (3)	3.6	0.6	0.1	4.6	0.8	0.1
	Overall	592.1	100.0	9.4	548.1	100.0	8.6
Ex-daily smokers	Conventional cigarettes	353.3	99.3	5.6	318.6	99.8	5.0
	Heated tobacco products	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]
	E-cigarettes	2.9	0.8	[-\$32]	[*7]	[*7]	[*7]
	Others (3)	3.9	1.1	0.1	2.8	0.9	[-\$32]
	Overall	355.8	100.0	5.6	319.3	100.0	5.0

1 As a percentage of all persons aged 15 and over.

2 Multiple answers were allowed.

3 Including cigar, hand-rolled cigarette, pipe-smoking, snuff/snus and water pipe.

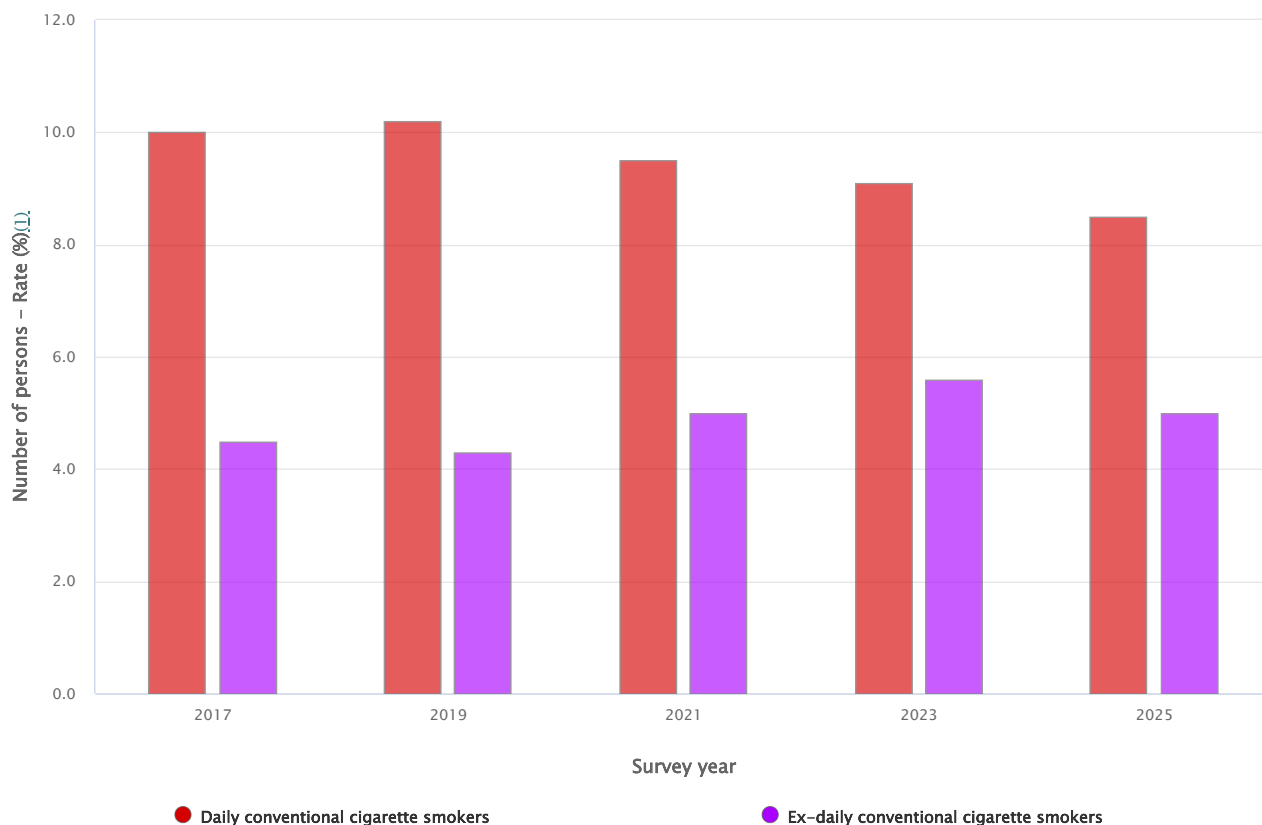
[*7] Figure is not released due to relatively large sampling error.

[-\$32] Less than 0.05%

Smoking pattern of daily conventional cigarette smokers

- The percentage of daily conventional cigarette smokers among all persons aged 15 and over showed a declining trend over the past two decades, dropping from 14.0% in 2005 to 8.5% in 2025.
- Conversely, the percentage of ex-daily conventional cigarette smokers maintained at around 3% to 6% since 2000.
- Daily conventional cigarette smoking was more common among males and middle-aged persons.
- Daily conventional cigarette smokers consumed an average of 10.9 sticks of conventional cigarettes per day in 2025, while the corresponding figure in 2023 was 12.1 sticks.

Chart 2.2 : Rate of daily conventional cigarette smokers and ex-daily conventional cigarette smokers



1 As a percentage of all persons aged 15 and over in the respective survey years.

Table 2.3 : Daily conventional cigarette smokers and ex-daily conventional cigarette smokers

Age group	≥15			
	Daily smokers		Ex-daily smokers	
Type of smoker	Conventional cigarettes		Conventional cigarettes	
Form of tobacco and related products	Number of persons		Number of persons	
	No. ('000)	Rate (%) (1)	No. ('000)	Rate (%) (1)
Survey year				
2000	692.5	12.4	210.9	3.8
2003	818.2	14.4	151.2	2.7
2005	793.2	14.0	251.9	4.5
2008	676.9	11.8	291.8	5.1
2010	657.0	11.1	285.9	4.8
2012	645.0	10.7	346.4	5.8
2015	641.3	10.5	340.7	5.6
2017	615.0	10.0	275.3	4.5
2019	637.9	10.2	268.1	4.3
2021	581.5	9.5	305.9	5.0
2023	577.3	9.1	353.3	5.6
2025	538.1	8.5	318.6	5.0

Table 2.4 : Daily conventional cigarette smokers by sex and age group

Survey year				2023			2025			
				Number of persons			Number of persons			
				No. ('000)	Percentage share in respective sex (%)	Rate (%) (1)	No. ('000)	Percentage share in respective sex (%)	Rate (%) (1)	
Type of smoker	Form of tobacco and related products	Sex	Age group							
Daily smokers	Conventional cigarettes	Male	≥15	15-19	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]
				20-29	33.0	6.7	9.3	22.2	4.9	6.7
				30-39	73.9	15.1	16.2	62.4	13.7	13.5
				40-49	102.8	21.0	21.9	106.1	23.3	22.5
				50-59	118.3	24.2	23.5	103.6	22.8	21.4
				≥60	159.8	32.7	15.3	159.3	35.0	14.5
				≥15	488.5	100.0	16.4	455.0	100.0	15.2
				Female	≥15	15-19	[*7]	[*7]	[*7]	[*7]
		20-29	6.0			6.7	1.7	5.9	7.1	1.8
		30-39	17.6			19.9	3.6	15.0	18.0	3.1
		40-49	28.5			32.2	5.0	23.4	28.1	4.2
		50-59	26.0			29.2	4.1	24.9	29.9	4.1
		≥60	9.9			11.2	0.9	13.8	16.6	1.1
		≥15	88.8			100.0	2.7	83.2	100.0	2.5
		Both sexes	≥15			15-19	[*7]	[*7]	[*7]	[*7]
				20-29	38.9	6.7	5.5	28.1	5.2	4.3
				30-39	91.6	15.9	9.7	77.4	14.4	8.2
				40-49	131.3	22.7	12.6	129.5	24.1	12.5
				50-59	144.3	25.0	12.7	128.5	23.9	11.7
				≥60	169.8	29.4	7.7	173.1	32.2	7.4
				≥15	577.3	100.0	9.1	538.1	100.0	8.5

1 As a percentage of all persons in the respective sex and age sub-groups.

[*7] Figure is not released due to relatively large sampling error.

Table 2.5 : Daily conventional cigarette smokers by age group and daily consumption of conventional cigarettes

Survey year				2023			2025			
				Number of persons		Average daily consumption	Number of persons		Average daily consumption	
				No. ('000)	Percentage share in respective age group (%)	No. of sticks	No. ('000)	Percentage share in respective age group (%)	No. of sticks	
Type of smoker	Form of tobacco and related products	Age group		Daily consumption (no. of sticks)						
Daily smokers	Conventional cigarettes	≥15	15-19	1-10	[*7]	[*7]	-	[*7]	[*7]	-
				11-20	[*7]	[*7]	-	[*7]	[*7]	-
				≥21	[*7]	[*7]	-	[*7]	[*7]	-
				Overall	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]
			20-29	1-10	27.8	71.4	-	22.9	81.4	-
				11-20	10.1	25.9	-	5.2	18.6	-
				≥21	[*7]	[*7]	-	[*7]	[*7]	-
				Overall	38.9	100.0	11.2	28.1	100.0	9.1
			30-39	1-10	61.0	66.6	-	57.4	74.3	-
				11-20	30.3	33.1	-	19.1	24.7	-
				≥21	[*7]	[*7]	-	[*7]	[*7]	-
				Overall	91.6	100.0	11.5	77.4	100.0	10.4
		40-49	1-10	83.3	63.4	-	89.3	69.0	-	
			11-20	45.6	34.7	-	39.4	30.4	-	
			≥21	[*7]	[*7]	-	[*7]	[*7]	-	
			Overall	131.3	100.0	11.8	129.5	100.0	11.0	
		50-59	1-10	82.8	57.4	-	80.4	62.5	-	
			11-20	58.2	40.3	-	46.6	36.2	-	
			≥21	3.2	2.2	-	[*7]	[*7]	-	
			Overall	144.3	100.0	12.6	128.5	100.0	12.2	
		≥60	1-10	99.3	58.5	-	123.3	71.2	-	
			11-20	65.5	38.6	-	48.5	28.0	-	
			≥21	5.0	2.9	-	[*7]	[*7]	-	
			Overall	169.8	100.0	12.5	173.1	100.0	10.3	
		≥15	1-10	355.4	61.6	-	374.9	69.7	-	
			11-20	210.0	36.4	-	158.8	29.5	-	
			≥21	11.9	2.1	-	4.5	0.8	-	
			Overall	577.3	100.0	12.1	538.1	100.0	10.9	

[*7] Figure is not released due to relatively large sampling error.

- Not applicable

Table 2.6 : Daily conventional cigarette smokers by sex and daily consumption of conventional cigarettes

Survey year					2023			2025		
					Number of persons		Average daily consumption	Number of persons		Average daily consumption
					No. ('000)	Percentage share in respective sex (%)	No. of sticks	No. ('000)	Percentage share in respective sex (%)	No. of sticks
Type of smoker	Form of tobacco and related products	Age group	Sex	Daily consumption (no. of sticks)						
Daily smokers	Conventional cigarettes	≥15	Male	1-10	284.3	58.2	-	305.3	67.1	-
				11-20	192.5	39.4	-	145.8	32.1	-
				≥21	11.7	2.4	-	3.9	0.9	-
				Overall	488.5	100.0	12.6	455.0	100.0	11.2
			Female	1-10	71.1	80.1	-	69.6	83.8	-
				11-20	17.5	19.7	-	12.9	15.5	-
				≥21	[*7]	[*7]	-	[*7]	[*7]	-
				Overall	88.8	100.0	9.3	83.2	100.0	9.0
			Both sexes	1-10	355.4	61.6	-	374.9	69.7	-
				11-20	210.0	36.4	-	158.8	29.5	-
				≥21	11.9	2.1	-	4.5	0.8	-
				Overall	577.3	100.0	12.1	538.1	100.0	10.9

- Not applicable

[*7] Figure is not released due to relatively large sampling error.

3. Detailed Statistics

Daily conventional cigarette smokers

Table 3.1 : Daily conventional cigarette smokers by sex and age started smoking conventional cigarette weekly

Survey year				2023		2025	
Age group				≥15		≥15	
				Number of persons		Number of persons	
				No. ('000)	Percentage share in respective sex (%)	No. ('000)	Percentage share in respective sex (%)
Type of smoker	Form of tobacco and related products	Sex	Age started smoking weekly				
Daily smokers	Conventional cigarettes	Male	<10	4.5	0.9	[*7]	[*7]
			10-19	294.0	60.2	286.4	62.9
			20-29	179.7	36.8	154.1	33.9
			≥30	10.3	2.1	14.6	3.2
			Overall	488.5	100.0	455.0	100.0
		Female	<10	[*7]	[*7]	[*7]	[*7]
			10-19	43.1	48.6	44.6	53.6
			20-29	40.6	45.8	32.7	39.4
			≥30	5.0	5.7	5.8	7.0
			Overall	88.8	100.0	83.2	100.0
		Both sexes	<10	4.5	0.8	[*7]	[*7]
			10-19	337.1	58.4	331.0	61.5
			20-29	220.4	38.2	186.8	34.7
			≥30	15.3	2.7	20.4	3.8
			Overall	577.3	100.0	538.1	100.0

[*7] Figure is not released due to relatively large sampling error.

Table 3.2 : Daily conventional cigarette smokers by economic activity status

Survey year				2023			2025		
Age group				≥15			≥15		
				Number of persons			Number of persons		
				No. ('000)	Percentage share (%)	Rate (%) (1)	No. ('000)	Percentage share (%)	Rate (%) (1)
Type of smoker	Form of tobacco and related products	Economic activity status							
Daily smokers	Conventional cigarettes	Economically active		441.7	76.5	12.2	401.0	74.5	11.2
		Economically inactive	Retired persons	105.3	18.2	7.0	103.9	19.3	6.6
			Home-makers	23.4	4.1	3.2	24.4	4.5	3.4
			Others (2)	6.9	1.2	1.5	8.8	1.6	1.8
			Sub-total	135.6	23.5	5.0	137.1	25.5	4.9
		Overall		577.3	100.0	9.1	538.1	100.0	8.5

1 As a percentage of all persons aged 15 and over in the respective economic activity status groups.

2 Including students and other economically inactive persons.

Table 3.3 : Daily conventional cigarette smokers by reason for starting to smoke conventional cigarette and sex

Survey year				2023		2025	
Age group				≥15		≥15	
				Number of persons		Number of persons	
				No. ('000)	Percentage share of smokers in respective sex (%) (1)	No. ('000)	Percentage share of smokers in respective sex (%) (1)
Type of smoker	Form of tobacco and related products	Reason for starting to smoke (2)	Sex				
Daily smokers	Conventional cigarettes	Influenced by family members / friends / other persons	Male	470.6	96.3	442.0	97.2
			Female	85.7	96.5	79.9	96.0
			Both sexes	556.3	96.4	521.9	97.0
		Looking stylish	Male	27.8	5.7	49.6	10.9
			Female	2.7	3.1	5.4	6.5
			Both sexes	30.6	5.3	55.0	10.2
		Attracted by the tobacco flavour	Male	37.8	7.7	27.2	6.0
			Female	3.0	3.4	[*7]	[*7]
			Both sexes	40.9	7.1	29.5	5.5
		Stress relief / relaxation	Male	[*7]	[*7]	8.6	1.9
			Female	[*7]	[*7]	2.9	3.4
			Both sexes	3.4	0.6	11.4	2.1
		Attracted by the flavour other than tobacco	Male	6.1	1.2	6.7	1.5
			Female	3.4	3.8	[*7]	[*7]
			Both sexes	9.5	1.6	8.1	1.5
		Attracted by the design of package	Male	14.4	3.0	6.3	1.4
			Female	[*7]	[*7]	[*7]	[*7]
			Both sexes	16.5	2.9	7.0	1.3

1 Smokers refer to daily conventional cigarette smokers in the respective sex.

2 Multiple answers were allowed.

[*7] Figure is not released due to relatively large sampling error.

Table 3.4 : Daily conventional cigarette smokers by whether had tried / wanted to quit smoking and sex

Age group					≥15								
Sex					Male			Female			Both sexes		
					Number of persons			Number of persons			Number of persons		
					No. ('000)	Percentage share of smokers in respective survey year (%)	Percentage share of smokers not tried to quit smoking (%)	No. ('000)	Percentage share of smokers in respective survey year (%)	Percentage share of smokers not tried to quit smoking (%)	No. ('000)	Percentage share of smokers in respective survey year (%)	Percentage share of smokers not tried to quit smoking (%)
Survey year	Type of smoker	Form of tobacco and related products	Whether had tried to quit smoking	Whether wanted to quit smoking									
2023	Daily smokers	Conventional cigarettes	Yes		158.8	32.5	-	31.0	34.9	-	189.8	32.9	-
			No	Wanted	17.3	-	5.3	4.3	-	7.5	21.7	-	5.6
				Not wanted	121.7	-	36.9	18.2	-	31.4	139.9	-	36.1
				Not decided	45.6	-	13.8	10.6	-	18.4	56.2	-	14.5
				Never considered	145.0	-	44.0	24.7	-	42.7	169.7	-	43.8
			Sub-total	329.7	67.5	100.0	57.8	65.1	100.0	387.5	67.1	100.0	
Overall	488.5	100.0	-	88.8	100.0	-	577.3	100.0	-				
2025	Daily smokers	Conventional cigarettes	Yes		164.3	36.1	-	35.6	42.8	-	199.9	37.1	-
			No	Wanted	13.5	-	4.6	3.3	-	7.0	16.8	-	5.0
				Not wanted	114.8	-	39.5	12.7	-	26.8	127.5	-	37.7
				Not decided	32.4	-	11.1	5.1	-	10.7	37.5	-	11.1
				Never considered	130.0	-	44.7	26.4	-	55.6	156.5	-	46.3
			Sub-total	290.7	63.9	100.0	47.6	57.2	100.0	338.3	62.9	100.0	
Overall	455.0	100.0	-	83.2	100.0	-	538.1	100.0	-				

- Not applicable

Current conventional cigarette smokers

Table 3.5 : Current conventional cigarette smokers by age group and flavour of the conventional cigarette smoked for the first time

Survey year				2023		2025		
				Number of persons		Number of persons		
				No. ('000)	Percentage share in respective age group (%)	No. ('000)	Percentage share in respective age group (%)	
Type of smoker	Form of tobacco and related products	Age group	Flavour smoked for the first time					
Current smokers	Conventional cigarettes	≥15	15-19	Ordinary/original flavour	[*7]	[*7]	[*7]	[*7]
				Menthol flavour	[*7]	[*7]	[*7]	[*7]
				Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]
				Others (1)	[*7]	[*7]	[*7]	[*7]
				Could not remember	[*7]	[*7]	[*7]	[*7]
				Overall	[*7]	[*7]	[*7]	[*7]
			20-29	Ordinary/original flavour	11.0	26.7	14.2	43.8
				Menthol flavour	28.3	68.7	15.2	47.1
				Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]
				Others (1)	[*7]	[*7]	[*7]	[*7]
				Could not remember	[*7]	[*7]	[*7]	[*7]
				Overall	41.2	100.0	32.3	100.0
			30-39	Ordinary/original flavour	43.2	44.0	38.3	47.0
				Menthol flavour	52.3	53.3	41.1	50.5
				Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]
				Others (1)	[*7]	[*7]	[*7]	[*7]
				Could not remember	[*7]	[*7]	[*7]	[*7]
				Overall	98.2	100.0	81.5	100.0
		40-49	Ordinary/original flavour	70.0	50.8	75.4	55.9	
			Menthol flavour	66.0	47.9	57.5	42.6	
			Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]	
			Others (1)	[*7]	[*7]	[*7]	[*7]	
			Could not remember	[*7]	[*7]	[*7]	[*7]	
			Overall	137.8	100.0	134.8	100.0	
		50-59	Ordinary/original flavour	106.8	70.7	103.3	78.3	
			Menthol flavour	42.9	28.4	28.1	21.3	
			Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]	
			Others (1)	[*7]	[*7]	[*7]	[*7]	
			Could not remember	[*7]	[*7]	[*7]	[*7]	
			Overall	151.0	100.0	132.0	100.0	
		≥60	Ordinary/original flavour	165.7	92.7	168.1	92.0	
			Menthol flavour	11.7	6.5	13.8	7.5	
			Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]	
			Others (1)	[*7]	[*7]	[*7]	[*7]	
			Could not remember	[*7]	[*7]	[*7]	[*7]	
			Overall	178.7	100.0	182.8	100.0	
		≥15	Ordinary/original flavour	397.0	65.3	400.4	70.8	
			Menthol flavour	202.3	33.3	156.9	27.7	
			Menthol and fruit flavour	4.7	0.8	[*7]	[*7]	
			Others (1)	[*7]	[*7]	3.3	0.6	
			Could not remember	2.4	0.4	[*7]	[*7]	
			Overall	608.3	100.0	565.6	100.0	

1 Including fruit flavour, alcohol flavour, spice flavour (e.g. cinnamon, clove, etc.) and sweet flavour (e.g. caramel, vanilla, coke, etc.).

[*7] Figure is not released due to relatively large sampling error.

Table 3.6 : Current conventional cigarette smokers by sex and flavour of the conventional cigarette smoked for the first time

Survey year				2023		2025	
Age group				≥15		≥15	
				Number of persons		Number of persons	
				No. ('000)	Percentage share in respective sex (%)	No. ('000)	Percentage share in respective sex (%)
Type of smoker	Form of tobacco and related products	Sex	Flavour smoked for the first time				
Current smokers	Conventional cigarettes	Male	Ordinary/original flavour	362.4	70.8	364.4	76.5
			Menthol flavour	144.9	28.3	107.2	22.5
			Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]
			Others (1)	[*7]	[*7]	[*7]	[*7]
			Could not remember	[*7]	[*7]	[*7]	[*7]
			Overall	512.2	100.0	476.1	100.0
		Female	Ordinary/original flavour	34.6	36.0	36.0	40.3
			Menthol flavour	57.4	59.7	49.7	55.5
			Menthol and fruit flavour	2.9	3.0	[*7]	[*7]
			Others (1)	[*7]	[*7]	2.5	2.8
			Could not remember	[*7]	[*7]	[*7]	[*7]
			Overall	96.1	100.0	89.5	100.0
		Both sexes	Ordinary/original flavour	397.0	65.3	400.4	70.8
			Menthol flavour	202.3	33.3	156.9	27.7
			Menthol and fruit flavour	4.7	0.8	[*7]	[*7]
			Others (1)	[*7]	[*7]	3.3	0.6
			Could not remember	2.4	0.4	[*7]	[*7]
			Overall	608.3	100.0	565.6	100.0

1 Including fruit flavour, alcohol flavour, spice flavour (e.g. cinnamon, clove, etc.) and sweet flavour (e.g. caramel, vanilla, coke, etc.).

[*7] Figure is not released due to relatively large sampling error.

Table 3.7 : Current conventional cigarette smokers by age group and flavour of the conventional cigarette currently smoked

Survey year				2023		2025		
				Number of persons		Number of persons		
				No. ('000)	Percentage share of smokers in respective age group (%) (1)	No. ('000)	Percentage share of smokers in respective age group (%) (1)	
Type of smoker	Form of tobacco and related products	Age group	Flavour currently smoked (2)					
Current smokers	Conventional cigarettes	≥15	15-19	Ordinary/original flavour	[*7]	[*7]	[*7]	[*7]
				Menthol flavour	[*7]	[*7]	[*7]	[*7]
				Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]
				Others (3)	[*7]	[*7]	[*7]	[*7]
			20-29	Ordinary/original flavour	11.7	28.5	13.3	41.1
				Menthol flavour	30.0	72.9	15.5	47.8
				Menthol and fruit flavour	2.4	5.9	3.5	10.8
				Others (3)	[*7]	[*7]	[*7]	[*7]
			30-39	Ordinary/original flavour	44.7	45.5	33.1	40.7
				Menthol flavour	55.8	56.8	44.2	54.2
				Menthol and fruit flavour	4.7	4.8	5.5	6.7
				Others (3)	6.1	6.3	6.4	7.8
		40-49	Ordinary/original flavour	70.7	51.3	67.9	50.4	
			Menthol flavour	74.7	54.3	66.8	49.5	
			Menthol and fruit flavour	3.8	2.7	7.0	5.2	
			Others (3)	3.5	2.6	5.7	4.2	
		50-59	Ordinary/original flavour	103.3	68.4	92.4	70.0	
			Menthol flavour	54.3	36.0	40.5	30.7	
			Menthol and fruit flavour	2.9	1.9	5.3	4.0	
			Others (3)	3.2	2.1	2.7	2.0	
		≥60	Ordinary/original flavour	160.8	90.0	161.3	88.3	
			Menthol flavour	28.0	15.7	24.5	13.4	
			Menthol and fruit flavour	[*7]	[*7]	[*7]	[*7]	
			Others (3)	[*7]	[*7]	[*7]	[*7]	
		≥15	Ordinary/original flavour	391.6	64.4	368.4	65.1	
			Menthol flavour	244.0	40.1	193.0	34.1	
			Menthol and fruit flavour	15.0	2.5	23.3	4.1	
			Others (3)	16.4	2.7	18.7	3.3	

1 Smokers refer to current conventional cigarette smokers in the respective age groups.

2 Multiple answers were allowed.

3 Including fruit flavour, alcohol flavour, spice flavour (e.g. cinnamon, clove, etc.) and sweet flavour (e.g. caramel, vanilla, coke, etc.).

[*7] Figure is not released due to relatively large sampling error.

Table 3.8 : Current conventional cigarette smokers by sex and flavour of the conventional cigarette currently smoked

Survey year				2023		2025	
Age group				≥15		≥15	
				Number of persons		Number of persons	
				No. ('000)	Percentage share of smokers in respective sex (%) (1)	No. ('000)	Percentage share of smokers in respective sex (%) (1)
Type of smoker	Form of tobacco and related products	Sex	Flavour currently smoked (2)				
Current smokers	Conventional cigarettes	Male	Ordinary/original flavour	359.8	70.2	342.2	71.9
			Menthol flavour	183.3	35.8	138.4	29.1
			Menthol and fruit flavour	7.9	1.5	14.7	3.1
			Others (3)	11.1	2.2	10.9	2.3
		Female	Ordinary/original flavour	31.8	33.1	26.3	29.3
			Menthol flavour	60.7	63.1	54.5	60.9
			Menthol and fruit flavour	7.2	7.4	8.6	9.6
			Others (3)	5.3	5.5	7.8	8.7
		Both sexes	Ordinary/original flavour	391.6	64.4	368.4	65.1
			Menthol flavour	244.0	40.1	193.0	34.1
			Menthol and fruit flavour	15.0	2.5	23.3	4.1
			Others (3)	16.4	2.7	18.7	3.3

1 Smokers refer to current conventional cigarette smokers in the respective sex.

2 Multiple answers were allowed.

3 Including fruit flavour, alcohol flavour, spice flavour (e.g. cinnamon, clove, etc.) and sweet flavour (e.g. caramel, vanilla, coke, etc.).

Ex-daily conventional cigarette smokers

Table 3.9 : Ex-daily conventional cigarette smokers by age group

Survey year			2023			2025			
			Number of persons			Number of persons			
			No. ('000)	Percentage share (%)	Rate (%) (1)	No. ('000)	Percentage share (%)	Rate (%) (1)	
Type of smoker	Form of tobacco and related products	Age group							
Ex-daily smokers	Conventional cigarettes	≥15	15-29	5.0	1.4	0.5	[*7]	[*7]	[*7]
			30-39	23.6	6.7	2.5	14.8	4.6	1.6
			40-49	47.1	13.3	4.5	40.6	12.8	3.9
			50-59	61.4	17.4	5.4	64.1	20.1	5.8
			≥60	216.2	61.2	9.8	197.0	61.8	8.4
			≥15	353.3	100.0	5.6	318.6	100.0	5.0

1 As a percentage of all persons in the respective age groups.

[*7] Figure is not released due to relatively large sampling error.

Table 3.10 : Ex-daily conventional cigarette smokers by sex

Survey year			2023			2025		
Age group			≥15			≥15		
			Number of persons			Number of persons		
			No. ('000)	Percentage share (%)	Rate (%) (1)	No. ('000)	Percentage share (%)	Rate (%) (1)
Type of smoker	Form of tobacco and related products	Sex						
Ex-daily smokers	Conventional cigarettes	Male	309.9	87.7	10.4	272.1	85.4	9.1
		Female	43.4	12.3	1.3	46.5	14.6	1.4
		Both sexes	353.3	100.0	5.6	318.6	100.0	5.0

1 As a percentage of all persons aged 15 and over in the respective sex.

Table 3.11 : Ex-daily conventional cigarette smokers by reason for quitting smoking and sex

Survey year				2023		2025	
Age group				≥15		≥15	
				Number of persons		Number of persons	
				No. ('000)	Percentage share of smokers in respective sex (%) (1)	No. ('000)	Percentage share of smokers in respective sex (%) (1)
Type of smoker	Form of tobacco and related products	Reason for quitting smoking (2)	Sex				
Ex-daily smokers	Conventional cigarettes	Health had already been harmed by smoking	Male	95.0	30.6	95.7	35.2
			Female	7.2	16.7	10.9	23.4
			Both sexes	102.2	28.9	106.5	33.4
		Health had not yet been harmed by smoking, but wanted to prevent from being harmed	Male	107.9	34.8	83.4	30.6
			Female	16.1	37.1	15.4	33.2
			Both sexes	124.1	35.1	98.8	31.0
		Advised by family members / friends	Male	64.0	20.7	55.8	20.5
			Female	8.2	18.8	10.5	22.6
			Both sexes	72.2	20.4	66.3	20.8
		Avoided affecting family members due to smoking habit / secondhand smoke	Male	65.1	21.0	52.4	19.3
			Female	12.4	28.6	12.7	27.3
			Both sexes	77.5	21.9	65.1	20.4
		Saved money on smoking products	Male	42.2	13.6	46.3	17.0
			Female	5.5	12.7	7.0	15.1
			Both sexes	47.8	13.5	53.3	16.7
		Advised by doctors / nurses / other health care professionals	Male	33.8	10.9	37.8	13.9
			Female	4.4	10.0	5.6	12.0
			Both sexes	38.1	10.8	43.4	13.6
		Smoking was prohibited in many places	Male	32.2	10.4	13.3	4.9
			Female	4.0	9.1	3.4	7.3
			Both sexes	36.2	10.2	16.7	5.2
		Smoking was a socially undesirable habit	Male	17.8	5.8	13.1	4.8
			Female	3.4	7.8	[*7]	[*7]
			Both sexes	21.2	6.0	15.6	4.9

1 Smokers refer to ex-daily conventional cigarette smokers in the respective sex.

2 Multiple answers were allowed.

[*7] Figure is not released due to relatively large sampling error.

Awareness of current smokers of the smoking cessation services or methods

Table 3.12 : Current smokers by age group and awareness of the smoking cessation services or methods

Survey year		2023						2025					
Awareness of the smoking cessation services or methods (1) (2)		Aware		Not aware		Overall		Aware		Not aware		Overall	
		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons	
		No. ('000)	Percentage share in respective age group (%)	No. ('000)	Percentage share in respective age group (%)	No. ('000)	Percentage share in respective age group (%)	No. ('000)	Percentage share in respective age group (%)	No. ('000)	Percentage share in respective age group (%)	No. ('000)	Percentage share in respective age group (%)
Type of smoker	Age group												
Current smokers	≥15	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]
	15-19	34.2	77.1	10.2	22.9	44.4	100.0	23.8	70.4	10.0	29.6	33.7	100.0
	20-29	88.7	84.6	16.1	15.4	104.8	100.0	66.3	79.3	17.3	20.7	83.6	100.0
	30-39	120.0	85.1	21.0	14.9	141.1	100.0	111.3	80.7	26.5	19.3	137.8	100.0
	40-49	130.5	84.1	24.6	15.9	155.1	100.0	111.0	82.6	23.4	17.4	134.3	100.0
	50-59	139.0	77.3	40.8	22.7	179.8	100.0	124.7	67.4	60.4	32.6	185.1	100.0
	≥60	514.0	82.0	112.7	18.0	626.7	100.0	438.4	76.0	138.4	24.0	576.8	100.0

- 1 Smoking cessation services refer to smoking cessation hotline, smoking cessation clinic, the smoking cessation service using acupuncture and smoking cessation medications mailing service.
- 2 Smoking cessation methods refer to self-purchase smoking cessation medications, prescription smoking cessation medications (not from smoking cessation clinic) and smoking cessation mobile apps.
- [*7] Figure is not released due to relatively large sampling error.

Table 3.13 : Current smokers by sex and awareness of the smoking cessation services or methods

Survey year		2023						2025					
Age group		≥15						≥15					
Awareness of the smoking cessation services or methods (1) (2)		Aware		Not aware		Overall		Aware		Not aware		Overall	
		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons	
		No. ('000)	Percentage share in respective sex (%)	No. ('000)	Percentage share in respective sex (%)	No. ('000)	Percentage share in respective sex (%)	No. ('000)	Percentage share in respective sex (%)	No. ('000)	Percentage share in respective sex (%)	No. ('000)	Percentage share in respective sex (%)
Type of smoker	Sex												
Current smokers	Male	428.5	81.6	96.5	18.4	525.0	100.0	361.7	74.9	121.4	25.1	483.1	100.0
	Female	85.4	84.0	16.2	16.0	101.7	100.0	76.7	81.9	16.9	18.1	93.6	100.0
	Both sexes	514.0	82.0	112.7	18.0	626.7	100.0	438.4	76.0	138.4	24.0	576.8	100.0

- 1 Smoking cessation services refer to smoking cessation hotline, smoking cessation clinic, the smoking cessation service using acupuncture and smoking cessation medications mailing service.
- 2 Smoking cessation methods refer to self-purchase smoking cessation medications, prescription smoking cessation medications (not from smoking cessation clinic) and smoking cessation mobile apps.

Table 3.14 : Current smokers who were aware of the smoking cessation services or methods and had tried the specific services or methods by the specific smoking cessation services or methods tried and sex

Survey year		2023						2025					
Age group		≥15						≥15					
Type of smoker		Current smokers						Current smokers					
Sex		Male		Female		Both sexes		Male		Female		Both sexes	
		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons	
		No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)
Whether had tried the specific smoking cessation services or methods (1) (2)	The specific smoking cessation services or methods tried (1) (2) (3)												
Yes	Self-determination	163.2	88.6	30.7	86.9	194.0	88.3	139.9	88.0	32.5	86.0	172.4	87.6
	GP prescribed or self-purchased medication	12.4	6.7	[*7]	[*7]	14.8	6.7	14.5	9.1	3.5	9.2	18.0	9.1
	The specific smoking cessation services (1)	21.7	11.8	5.2	14.7	26.9	12.3	8.1	5.1	2.6	7.0	10.7	5.4
	Smoking cessation mobile apps	[*7]	[*7]	[*7]	[*7]	3.4	1.5	[*7]	[*7]	[*7]	[*7]	[*7]	[*7]
	Overall	184.2	100.0	35.3	100.0	219.5	100.0	159.0	100.0	37.8	100.0	196.8	100.0

- 1 Smoking cessation services refer to smoking cessation hotline, smoking cessation clinic, the smoking cessation service using acupuncture and smoking cessation medications mailing service.
- 2 Smoking cessation methods refer to self-purchase smoking cessation medications, prescription smoking cessation medications (not from smoking cessation clinic), smoking cessation mobile apps and self-determination.
- 3 Multiple answers were allowed.
- [*7] Figure is not released due to relatively large sampling error.

Table 3.15 : Current smokers who were aware of the smoking cessation services or methods but had not tried the specific services or methods by whether would try the specific smoking cessation services and sex

Survey year		2023						2025					
Age group		≥15						≥15					
Type of smoker		Current smokers						Current smokers					
Sex		Male		Female		Both sexes		Male		Female		Both sexes	
		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons		Number of persons	
		No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)	No. ('000)	Percentage share (%)
Whether had tried the specific smoking cessation services or methods (1) (2)	Whether would try the specific smoking cessation services (1)												
No	Yes	24.7	10.1	4.1	8.2	28.8	9.8	13.8	6.8	4.3	11.0	18.1	7.5
	No	219.7	89.9	46.0	91.8	265.7	90.2	188.9	93.2	34.6	89.0	223.5	92.5
	Total	244.3	100.0	50.1	100.0	294.4	100.0	202.7	100.0	38.9	100.0	241.6	100.0

- 1 Smoking cessation services refer to smoking cessation hotline, smoking cessation clinic, the smoking cessation service using acupuncture and smoking cessation medications mailing service.
- 2 Smoking cessation methods refer to self-purchase smoking cessation medications, prescription smoking cessation medications (not from smoking cessation clinic), smoking cessation mobile apps and self-determination.

4. Appendix: School-based Survey on Smoking among Students in 2024/25

Apart from the Thematic Household Survey (THS), the Health Bureau commissioned the School of Nursing of the University of Hong Kong to conduct a school-based survey on smoking among students from January to July 2025 to collect data on the prevalence, pattern and trend of smoking of youth smokers in schools and their profile. Key findings are presented here (in [PDF](#), [XLSX](#) and [CSV](#) formats) for reference.

Enquiries on the school-based survey may be directed to the Research and Data Analytics Office, Health Bureau (Tel. : 3426 2980).

5. Further Information

For more statistics on the topic, please refer to the following web page where you will find supplementary statistical tables (in XLSX and CSV formats):

Table E573 : Supplementary Tables of Thematic Household Survey Report No. 85

- Persons aged 15 and over who had visited health care professionals during the 12 months before enumeration by age group / sex and whether had been asked about smoking status by health care professionals during the visit
- Persons aged 15 and over by age group / sex and whether considered that health care professionals should ask about smoking status during the visit
- Persons aged 15 and over who had been exposed to secondhand smoke in outdoor public areas during the 7 days before enumeration by place of exposure to secondhand smoke
- Persons aged 15 and over by place that should be included in the expansion of statutory no smoking areas

6. Explanatory Notes

Survey coverage and methodology

This round of the Thematic Household Survey (THS) was conducted from July to October 2025 which covered the land-based non-institutional population of Hong Kong Resident Population (i.e. comprising Usual Residents and Mobile Residents), but did not include foreign domestic helpers.

Some 10 100 households within a scientifically selected sample of quarters were successfully enumerated in this survey, constituting a response rate of 75%. Within each enumerated household, all persons aged 15 and over (excluding foreign domestic helpers) were selected for interview. For details of survey methodology, information collected and reliability of the estimates for this round of THS, please refer to Part 1 of the [Explanatory Notes \(Complete Version\)](#).

Survey period

Survey periods covered in the report:

Survey Year	Survey Period	Results Released in THS Report No.
2000	October - November 2000	5
2003	November 2002 - February 2003	16
2005	February - May 2005	26
2008	December 2007 - March 2008	36
2010	October - December 2010	48
2012	September - November 2012	53
2015	May - August 2015	59
2017	June - September 2017	64
2019	April - July 2019	70
2021	April - July 2021	75
2023	May - August 2023	79
2025	July - October 2025	85

Besides, similar enquiries had been conducted for 9 times between 1982 and 1998 in the form of special topic enquiry via the General Household Survey. Major findings of those surveys were presented in the Special Topics Reports on Social Data Collected via the General Household Survey No. 2 (containing findings of the surveys conducted from January to March 1982 and in March 1983), 3, 5 (containing findings of the surveys

conducted in July 1986 and in July 1988), 7, 11, 15 and 20 (<https://www.censtatd.gov.hk/en/EIndexbySubject.html?pcode=B1130201&scode=453>).

Rounding of figures

Figures in the charts and tables may not add up to the total due to rounding.

Terms and definitions

- **Smoking** refers to the smoking of all forms of tobacco and related products, including conventional cigarette, heated tobacco product, e-cigarette, cigar, hand-rolled cigarette, pipe-smoking, snuff/snus and water pipe.

[Cautionary remark: The surveys conducted in 2015 and 2017 covered persons who smoked all forms of tobacco and related products with heated tobacco product not specifically counted. The surveys from 2003 to 2012 only covered tobacco smokers (including conventional cigarette, cigar, hand-rolled cigarette, water pipe and pipe-smoking). For those surveys conducted in 2000 and before, only conventional cigarette smokers were covered. Care should be taken in comparing the findings across the surveys mentioned above.]

- **Current smokers** refer to those persons who had a smoking habit (regardless of the forms of tobacco or related products they consumed and their smoking pattern) at the time of enumeration.
- **Current conventional cigarette smokers** refer to those persons who had a conventional cigarette smoking habit at the time of enumeration (including daily and non-daily smokers of conventional cigarette).
- **Daily conventional cigarette smokers** refer to those persons who had a daily conventional cigarette smoking habit at the time of enumeration, although they might not smoke on certain days because of illness or other reasons.
- **Ex-daily conventional cigarette smokers** refer to those persons who previously had a daily conventional cigarette smoking habit for a continuous period of 6 months and more but had quit smoking at the time of enumeration.

For the full list of terms and definitions (including common terms and definitions of the socio-economic characteristics of population) for this round of THS, please refer to Part 2 of the [Explanatory Notes \(Complete Version\)](#).

[Explanatory Notes \(Complete Version\)](#)

[Explanatory Notes \(Complete Version\)](#)

7. Enquiries

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