

2026 Roundtable on Reducing Tobacco and Nicotine Use in Canada

Consensus Statement

May 29, 2026

Participants in the 2026 Roundtable on Reducing Tobacco and Nicotine Use in Canada, held at the University of Ottawa Heart Institute, strongly support the continued objective of achieving a tobacco use prevalence of less than 5% by 2035. This objective was set at the 2016 Summit on Creating a Tobacco Endgame for Canada, held at Queen's University. The target was formally adopted by Health Canada in 2018, when launching Canada's Tobacco Strategy.

Important progress has been achieved towards the target of under 5% tobacco use by 2035. However, since 2018, there has been increased recreational use of nicotine products such as e-cigarettes and nicotine pouches, with particular concern regarding their use by youth and young adults.

Therefore, achieving a nicotine use prevalence of less than 5% by 2045, in addition to a tobacco use prevalence of less than 5% by 2035, is essential.

Beyond these target dates, the objective of under 5% tobacco and nicotine prevalence should be actively pursued for all population subgroups.

Federal, provincial and territorial governments should be engaged to urgently advance a comprehensive series of initiatives to reduce tobacco use to less than 5% by 2035 and nicotine use to less than 5% by 2045.