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CIGARETTE PACKAGE HEALTH WARNINGS

INTERNATIONAL STATUS REPORT



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Larger, picture health warnings and plain packaging: The continuing worldwide trend

This report – *Cigarette Package Health Warnings: International Status Report* – provides an international overview ranking 206 countries/jurisdictions based on warning size, and lists those that have finalized requirements for picture warnings. Regional breakdowns are also provided. This report is in its seventh edition, with the sixth edition dated September 2018.

There has been tremendous progress internationally in implementing package health warnings, with many countries increasing warning size, more countries requiring picture warnings, and an increasing number of countries requiring multiple rounds of picture warnings. The worldwide trend for larger, picture health warnings is continuing and unstoppable, with many more countries in the process of developing such requirements. There is also enormous international momentum for implementation of plain packaging.

Report highlights include:

- 134 countries/jurisdictions worldwide have now required picture warnings, representing a global public health achievement. By the end of 2018, 117 countries/jurisdictions had implemented picture warnings. Canada was the first country to implement picture warnings in 2001.
- Altogether 70% of the world's population is covered by the 134 countries/jurisdictions that have finalized picture warning requirements.
- Timor-Leste (East Timor) and Turkey now have the largest warning requirements in the world at 92.5% on average of the package front and back. Maldives, Nepal, and Vanuatu together with Benin (2022) are tied for third at 90%. In the 2018 report, Timor-Leste was top ranked at 92.5%, and has since been matched by Turkey.
- In total 122 countries/jurisdictions have required warnings to cover at least 50% of the package front and back (on average), up from 107 in 2018 and 24 in 2008. There are now 70 countries/jurisdictions with a size of at least 65% (on average) of the package front and back, and 10 with at least 85%.
- Progress since the 2018 report includes Turkey increasing picture warning size from 65% to 92.5% (85% front, 100% back) and implementing plain packaging; Maldives increasing warning size from 30% to 90% and requiring pictures; Benin adopting 90% picture warnings (effective in 2022); Gambia increasing warning size from 30% to 81.5% and requiring pictures; Mauritania requiring 70% picture warnings; Ethiopia increasing warning size from 30% to 70% and requiring pictures; Burkina Faso implementing 60% picture warnings; the United States adopting 50% picture warnings (effective 2022); and Colombia and Mexico implementing their 12th round of picture warnings. Since the 2018 report, countries/jurisdictions that had not previously implemented picture warnings and that finalized picture requirements include Albania, Benin, Burkina Faso, Ethiopia, Gambia, Iraq, Maldives, Mauritania, Nigeria, Niue, Trinidad and Tobago, Uganda, United States, and Uzbekistan.
- There are at least 38 countries/territories moving forward with plain packaging, with 21 having adopted the measure, 3 having it in practice, and 14 working on it. At the time of the 2018 report, 9 countries had adopted plain packaging and 16 were considering it. Plain packaging was first implemented in Australia in 2012 followed by France and the United Kingdom in 2016. Since the 2018 report, plain packaging has been adopted by Belgium, Canada, Denmark, Guernsey, Jersey, Myanmar, Netherlands, Saudi Arabia, Singapore, Thailand and Turkey.

Here are the top 10 countries/territories in terms of health warning size as an average of the front and back:

			Front	Back
1st	92.5%	Timor-Leste	85%	100%
1st	92.5%	Turkey	85%	100%
3rd	90%	Maldives	90%	90%
3rd	90%	Nepal	90%	90%
3rd	90%	Vanuatu	90%	90%
3rd	90%	Benin	90%	90%
7th	87.5%	New Zealand	75%	100%
8th	85%	Hong Kong (S.A.R., China)	85%	85%
8th	85%	India	85%	85%
8th	85%	Thailand	85%	85%

Well-designed package warnings are a highly cost-effective means to increase awareness of the health effects and to reduce tobacco use, as recognized by Guidelines to implement Article 11 (packaging and labelling) adopted under the WHO Framework Convention on Tobacco Control (FCTC). A picture says a thousand words. Pictures can convey a message with far more impact than can a text-only message. For size, the effectiveness of warnings increases with size. A larger size allows for bigger and better pictures, a larger font size, and/or additional information, including cessation information.

Plain packaging would curb the industry's use of the package as a promotional vehicle, would reduce the appeal of tobacco products, would increase the effectiveness of package warnings, would curb package deception, and would decrease tobacco use. Plain packaging is recommended for consideration by international guidelines under the FCTC.

Countries Requiring Picture Warnings

At least 134 countries/jurisdictions have finalized requirements for picture warnings. The listing below includes the year of implementation, including different years where there have been two or more rounds of picture warnings.

1. Canada (2001; 2012)
2. Brazil (2002; 2004; 2009; 2018)
3. Singapore (2004; 2006; 2013; 2020)
4. Thailand (2005; 2007; 2010; 2014; 2022)
5. Venezuela (2005; 2009; 2014)
6. Jordan (2006; 2013)
7. Australia (2006; 2012; rotation of 2 sets every 12 months for both 2006 and 2012 rounds)
8. Uruguay (2006; 2008; 2009; 2010; 2012; 2013; 2014; 2015; 2019)
9. Panama (2006; 2009; 2010; 2012; 2014; 2015; 2016; 2017; 2019; 2021)
10. Belgium (2006; rotation of 3 sets every 12 months starting 2011; 2016*)
11. Chile (2006; 2007; 2008; 2009; 2010; 2011; 2012; 2013; 2016)²²
12. Hong Kong (S.A.R. China) (2007; 2018)
13. New Zealand (2008; 2018; rotation of 2 sets every 12 months for both 2008 and 2018 rounds)
14. Romania (2008; 2016*)
15. United Kingdom (2008; 2016; 2021)
16. Egypt (2008; 2010; 2012; 2014; 2016; 2021)
17. Brunei (2008; 2012)
18. Cook Islands (2008)
19. Iran (2009)
20. Malaysia (2009; 2014)
21. Taiwan, China (2009; 2014; 2020)
22. Peru (2009; 2011; 2014; 2015; 2016; 2019)
23. Djibouti (2009)
24. Mauritius (2009)
25. India (2009; 2011; 2013; 2016; 2018; 2019; 2020; 2021)²
26. Cayman Islands (UK) (2009)
27. Latvia (2010; 2016*)
28. Pakistan (2010; 2018; 2019)
29. North Macedonia (2010)
30. Switzerland (2010, rotation of 3 sets every 24 months)
31. Liechtenstein (2010, rotation of 3 sets every 24 months)
32. Mongolia (2010; 2013)
33. Colombia (2010; 2011; 2012; 2013; 2014; 2015; 2016; 2017; 2018; 2019; 2020; 2021)
34. Turkey (2010; 2019; 2021)
35. Mexico (2010; 2011; 2012; 2013; 2014; 2015; 2016; 2017; 2018; 2019; 2020; 2022)¹⁶
36. Norway (2011)
37. Malta (2011; 2016*)
38. France (2011; 2016*)
39. Guernsey (2011; 2021)
40. Spain (2011; 2017*)
41. Bolivia (2011; 2015)
42. Jersey (2012; 2022)
43. Ukraine (2012)
44. Honduras (2012; 2013; 2014; 2015; 2018; 2019; 2021)²³
45. Madagascar (2012; 2013; 2015; 2016)²⁵
46. Denmark (2012; 2016*)
47. Ecuador (2012; 2013; 2014; 2015; 2016; 2017; 2018; 2019; 2020; 2021)
48. Argentina (2012; 2014; 2016; 2019)
49. El Salvador (2012; 2015)
50. Bahrain (2012)
51. Kuwait (2012)
52. Oman (2012)
53. Qatar (2012)
54. Saudi Arabia (2012; 2019)
55. United Arab Emirates (2012)
56. Hungary (2012; 2016*)⁴³
57. Macau (S.A.R. China) (2013)
58. Iceland (2013)
59. Ireland (2013; 2016*)
60. Kazakhstan (2013; 2017)
61. Russia (2013; 2017)
62. Seychelles (2013; 2016)
63. Fiji (2013)
64. Vietnam (2013)
65. Montenegro (2013)
66. Indonesia (2014; 2019)
67. Nepal (2014; 2015)
68. Costa Rica (2014; 2015; 2016; 2021; 2022)
69. Jamaica (2014, rotation of 2 sets every 12 months)
70. Suriname (2014; 2018)
71. Yemen (2014)
72. Samoa (2014)
73. Sri Lanka (2015)⁶
74. Solomon Islands (2015)
75. Turkmenistan (2015)¹⁵
76. Namibia (2015)
77. Chad (2015; 2019; 2021)
78. Philippines (2016; 2018; 2020)
79. Myanmar (2016; 2017; 2018; 2019; 2020; 2021; 2022)⁹
80. Austria (2016*)
81. Bulgaria (2016*)
82. Czechia (2016*)
83. Estonia (2016*)
84. Finland (2016*)
85. Germany (2016*)
86. Greece (2016*)
87. Italy (2016*)
88. Lithuania (2016*)
89. Netherlands (2016*)
90. Poland (2016*)
91. Portugal (2016*)
92. Slovakia (2016*)
93. Sweden (2016*)
94. Cambodia (2016; 2018; 2021)
95. Bangladesh (2016)
96. South Korea (2016; 2018; 2020)
97. Kenya (2016)
98. Greenland (Denmark) (2016)
99. Sudan & Khartoum state (2016)
100. Kyrgyzstan (2016; 2017)
101. Armenia (2017)
102. Belarus (2017)
103. Croatia (2017*)
104. Cyprus (2017*)
105. Luxembourg (2017*)
106. Saint Lucia (2017, rotation of 2 sets every 12 months)
107. Senegal (2017; 2018; 2019; 2020)
108. Slovenia (2017*)
109. Vanuatu (2017)
110. Laos (2018)⁸
111. Timor-Leste (2018)
112. Georgia (2018)
113. Moldova, Republic of (2018)
114. Tajikistan (2019)¹⁰
115. Turks and Caicos Islands (UK) (2018)
116. Ghana (2018)
117. Paraguay (2018; 2019)³⁴
118. Cameroon (2019; 2021)
119. Guyana (2019)
120. Iraq (2019)
121. Burkina Faso (2019; 2021)¹⁷
122. Maldives (2019)
123. Ethiopia (2020)
124. Nigeria (2020)
125. Niue (2020)
126. Uzbekistan (2021)
127. Gambia (2021)
128. Mauritania (2021)¹¹
129. Uganda (2021)
130. Northern Ireland (2021)¹⁴
131. Albania (2022)
132. United States (2022)
133. Trinidad and Tobago (2022, rotation of 2 sets every 12 months)
134. Benin (2022)

* For EU countries there is a rotation of 3 sets of 14 warnings every 12 months pursuant to Directive 2014/40/EU.



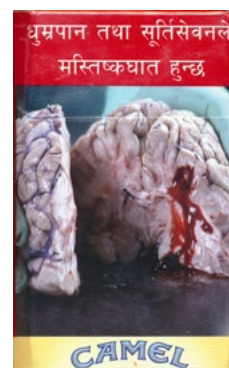
TIMOR-LESTE (FRONT)



MALDIVES



VANUATU



NEPAL



THAILAND

World's Largest Warning Sizes

This listing indicates the world leaders in terms of size as an average of the package front and back. Only those countries with at least 70% on average are listed here (a full table begins on page 8). For each country the size (including a border, if required) is indicated in parentheses for the front, followed by the back. For example, (60%, 70%) means 60% of front and 70% of back.

92.5% Timor-Leste (85%, 100%)	85% Hong Kong (S.A.R., China) (85%, 85%)	80% Chad (80%, 80%)	75% Singapore (75%, 75%)
92.5% Turkey (85%, 100%)	85% India (85%, 85%)	80% Sri Lanka (80%, 80%)	75% Tajikistan (75%, 75%)
90% Maldives (90%, 90%)	85% Thailand (85%, 85%)	80% Uruguay (80%, 80%)	70% Cameroon (70%, 70%)
90% Nepal (90%, 90%)	85% Thailand (85%, 85%)	78% Ethiopia (78%, 78%)	70% Mauritania (70%, 70%)
90% Vanuatu (90%, 90%)	82.5% Australia (75%, 90%)	75% Brunei (75%, 75%)	70% Senegal (70%, 70%)
90% Benin (90%, 90%)	82.5% Cook Islands (75%, 90%) ⁴	75% Canada (75%, 75%)	65% 43 countries/ jurisdictions
87.5% New Zealand (75%, 100%)	82.5% Niue (75%, 90%) ⁵	75% Laos (75%, 75%)	
	81.5% Gambia (81.5%, 81.5%)	75% Myanmar (75%, 75%)	



HONG KONG



INDIA



URUGUAY



NEW ZEALAND (BACK)



CANADA

Regional Breakdown for Picture Health Warnings

16 African Region (AFRO)

Benin, Burkina Faso, Cameroon, Chad, Ethiopia, Gambia, Ghana, Kenya, Madagascar, Mauritania, Mauritius, Namibia, Nigeria, Senegal, Seychelles, Uganda

24 Americas Region (AMRO)

Argentina, Bolivia, Brazil, Canada, Cayman Islands (UK), Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guyana, Honduras, Jamaica, Mexico, Panama, Paraguay, Peru, Saint Lucia, Suriname, Trinidad and Tobago, Turks and Caicos Islands (UK), United States, Uruguay, Venezuela

14 Eastern Mediterranean Region (EMRO)

Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Oman, Pakistan, Qatar, Saudi Arabia, Sudan & Khartoum state, U.A.E., Yemen

9 South East Asian Region (SEARO)

Bangladesh, India, Indonesia, Maldives, Myanmar, Nepal, Sri Lanka, Thailand, Timor-Leste

51 European Region (EURO)

Albania, Armenia, Austria, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Greenland (Denmark), Guernsey, Hungary, Iceland, Ireland, Italy, Jersey, Kazakhstan, Kyrgyzstan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Montenegro, Netherlands, North Macedonia, Northern Ireland, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Turkmenistan, Ukraine, United Kingdom, Uzbekistan

20 Western Pacific Region (WPRO)

Australia, Brunei, Cambodia, Cook Islands, Fiji, Hong Kong (S.A.R., China), Laos, Macau (S.A.R., China), Malaysia, Mongolia, New Zealand, Niue, Philippines, Samoa, Singapore, Solomon Islands, South Korea, Taiwan (China), Vanuatu, Vietnam

Largest Warning Size by Region

This section provides size rankings per region as an average of front/back. For each country there is indicated in parentheses the size (including a border, if required) on the front, followed by the back. For example, (30%, 90%) means 30% of front and 90% of back. The regions indicated on this page are the six regions used by WHO.

South East Asian Region (SEARO)

92.5%	Timor-Leste (85%, 100%)
90%	Maldives (90%, 90%)
90%	Nepal (90%, 90%)
85%	India (85%, 85%)
85%	Thailand (85%, 85%)
80%	Sri Lanka (80%, 80%)
75%	Myanmar (75%, 75%)

Eastern Mediterranean Region (EMRO)

65%	Saudi Arabia (65%, 65%)
60%	Pakistan (60%, 60%)
50%	Bahrain (50%, 50%)
50%	Djibouti (50%, 50%)
50%	Egypt (50%, 50%)
50%	Iran (50%, 50%)
50%	Kuwait (50%, 50%)
50%	Oman (50%, 50%)
50%	Qatar (50%, 50%)
50%	United Arab Emirates (50%, 50%)
50%	Yemen (50%, 50%)

Western Pacific Region (WPRO)

90%	Vanuatu (90%, 90%)
87.5%	New Zealand (75%, 100%)
85%	Hong Kong (S.A.R. China) (85%, 85%)
82.5%	Australia (75%, 90%)
82.5%	Cook Islands (75%, 90%) ⁴
82.5%	Niue (75%, 90%) ⁵
75%	Brunei (75%, 75%)
75%	Laos (75%, 75%)
75%	Singapore (75%, 75%)

African Region (AFRO)

90%	Benin (90%, 90%)
81.5%	Gambia (81.5%, 81.5%)
80%	Chad (80%, 80%)
78%	Ethiopia (78%, 78%)
70%	Cameroon (70%, 70%)
70%	Mauritania (70%, 70%)
70%	Senegal (70%, 70%)
65%	Mauritius (60%, 70%)
65%	Togo (65%, 65%)
65%	Uganda (65%, 65%)

European Region (EURO)

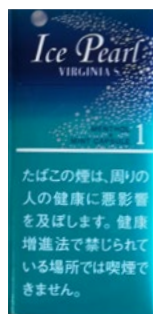
92.5%	Turkey (85%, 100%)
75%	Tajikistan (75%, 75%)
65%	Albania (65%, 65%)
65%	EU countries (65%, 65%)
65%	Georgia (65%, 65%)
65%	Guernsey (65%, 65%)
65%	Israel (65%, 65%)
65%	Jersey (65%, 65%)
65%	Moldova (65%, 65%)
65%	Turkmenistan (65%, 65%)
65%	United Kingdom (65%, 65%)

Americas Region (AMRO)

80%	Uruguay (80%, 80%)
75%	Canada (75%, 75%)
65%	Brazil (30%, 100%)
65%	Mexico (30%, 100%)
65%	Venezuela (30%, 100%)
60%	Ecuador (60%, 60%)
60%	Guyana (60%, 60%)
60%	Jamaica (60%, 60%)



MAURITANIA



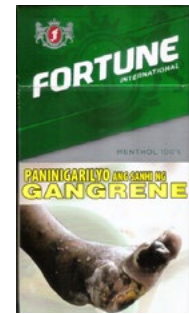
JAPAN



CHAD



SOLOMON ISLANDS



PHILIPPINES

The Historical Evolution of the World's Largest Cigarette Package Health Warnings

The following lists each occasion where a new world precedent was set in terms of the size of cigarette package health warnings. The listing refers to size as an average of the package front and back. The listing includes the year of implementation.

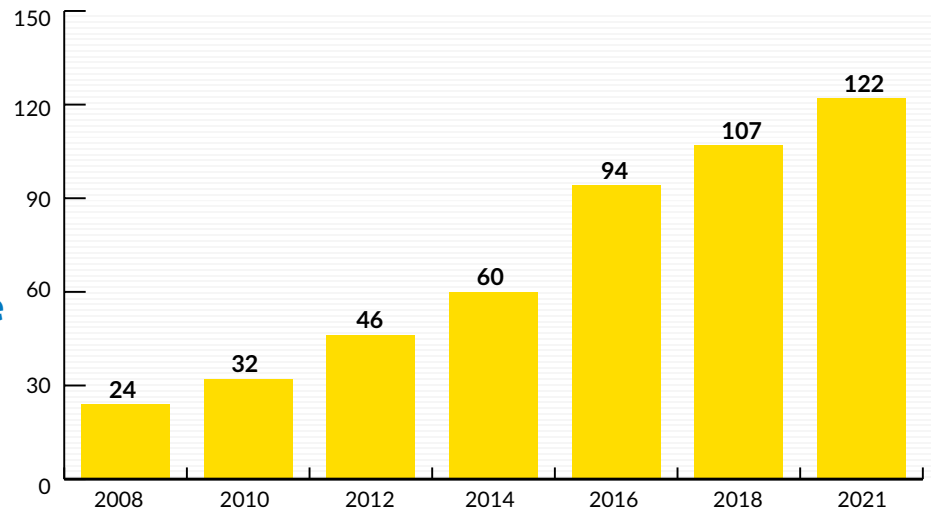
20%	Canada, 1989	50%	Canada, 2001	82.5%	Australia, 2012
25%	Thailand, 1993	56%	Belgium, 2003 (including border) #	85%	Thailand, 2014
29%	Australia, 1995	60%	Australia, 2006	90%	Nepal, 2015
30%	Poland, 1998	65%	Mauritius, June 2009	92.5%	Timor-Leste, 2018
35%	Canada, 1994 (including border) # *	80%	Uruguay, November 2009		

Warning size including the border varied somewhat depending on package format.

* The 1994 Canadian warnings were 25% plus a 3mm border surrounding the warning. This worked out to be about 35% including the border, although this varied depending on package format. Australia (1995) and Poland (1998) are included in the listing because respectively at the time they had the world's largest warning size without a border.

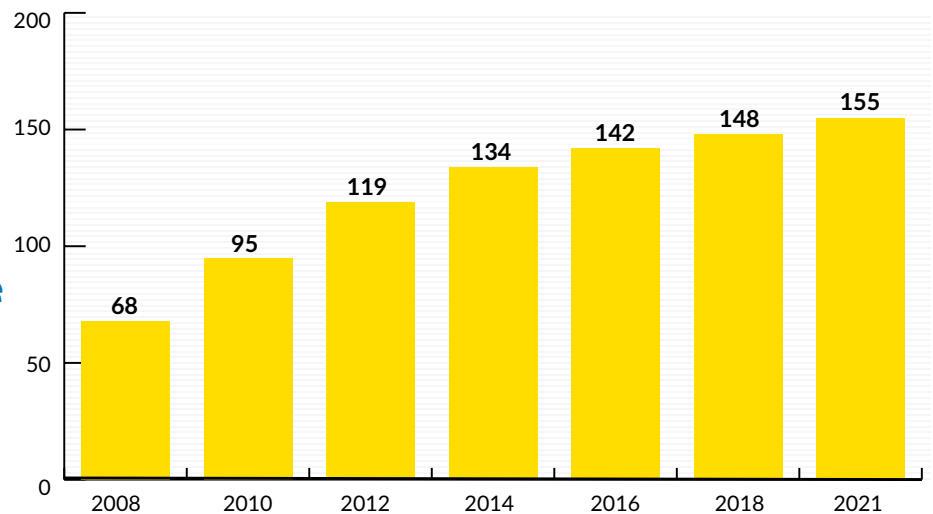
50%+

**Countries /jurisdictions
requiring warnings of
at least 50% of package
front /back (on average)**



30%+

**Countries /jurisdictions
requiring warnings on
at least 30% of package
front /back (on average)**



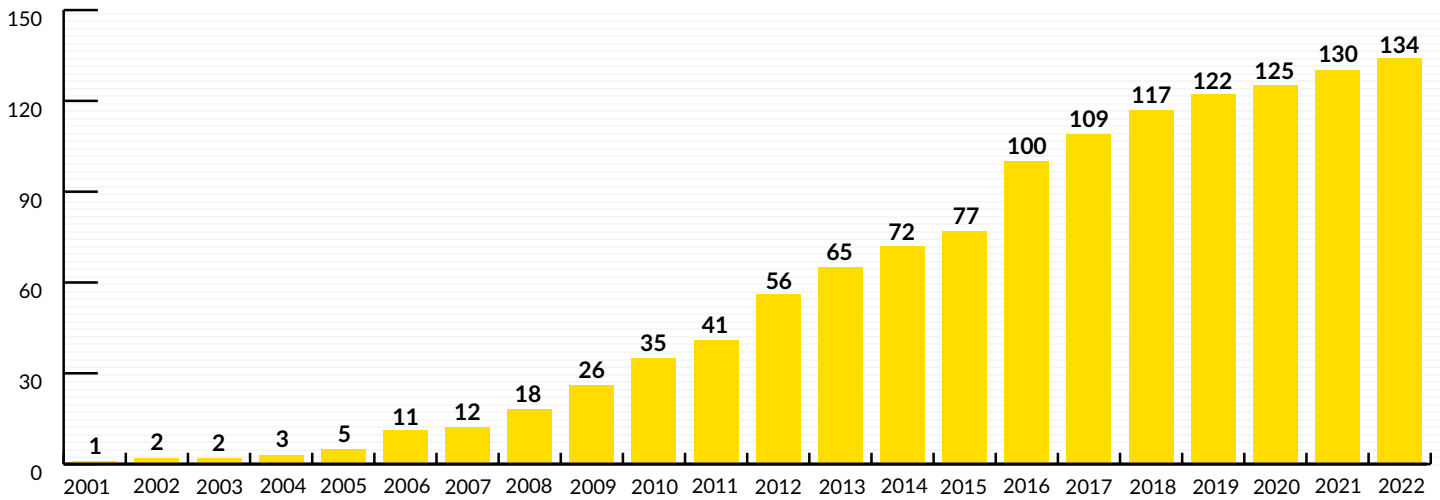
Obligations under the WHO Framework Convention on Tobacco Control

Pursuant to Article 11 of the WHO Framework Convention on Tobacco Control (FCTC),⁵⁵ the international tobacco control treaty, Parties to the Convention must require that all packages of tobacco products carry health warnings describing the harmful effects of tobacco use or other appropriate messages which “should be 50% or more of the principal display areas but shall be no less than 30% of the display areas” and may be in the form of or include picture warnings. For most cigarette packages, the “principal display areas” are the front and back of the package. Warnings must be in the national language or languages, must be rotated (a single warning is insufficient), must apply to cartons and other outer packages sold to consumers, and must be applied to all categories of tobacco products. Non-health messages (e.g. “Quit, save money”) may be included. Under the FCTC, no exceptions are allowed for duty-free stores, or for small volume brands. Each Party must implement warning

requirements pursuant to Article 11 within three years after the FCTC comes into force for that Party.

Article 11 also has a provision regarding emission information elsewhere on the package, with the Article 11 Guidelines providing that qualitative information should be used without tar and nicotine ISO yield numbers. Further, Article 11 requires Parties to ensure that the industry’s use of the package is not “false, misleading, deceptive or likely to create an erroneous impression”. At least 137 countries/jurisdictions have specifically prohibited “light” and/or “mild” descriptors for cigarettes, and often other misleading descriptors as well.⁵⁶

Countries/Jurisdictions Requiring Picture Warnings on Cigarette Packages



Effectiveness of warnings increases with larger size, use of pictures

Health warnings on packages of tobacco products are a highly cost-effective means of health communication. Package warnings reach every smoker (and consumers of other tobacco products) every day. Warnings are always working – 24 hours per day, 7 days per week. A pack a day smoker would take his or her pack out 20 times per day, 7300 times per year. Warnings are also seen by those around the consumers, such as family, friends and co-workers.

Effective package warnings increase awareness of the health effects and reduce tobacco use. As a result of health warnings, consumers receive more information, not less. Consumers are entitled to be fully informed of the many health effects of tobacco products, and the package is the best way to do that. Studies show that consumers, including children, underestimate the health effects, in low-, middle- and high-income countries.

Health departments determine the content of warnings, but the tobacco industry pays the cost. With such an extraordinary reach, it is not surprising that so many governments are improving package warning requirements. The tobacco industry opposes larger, picture warnings as a way to protect sales volumes – if such warnings would not work, then why is the industry so often opposed? An abundance of research studies⁵⁷ as well as country experience, provide overwhelming evidence about the beneficial impact of larger, picture warnings.

Larger size is more effective

The FCTC Article 11 Guidelines⁵⁸ recognize that the effectiveness of health warnings increases with size, and that “Parties should consider [...] more than 50%” and “aim to cover as much of the principal display areas as possible”.

A larger size means that warnings are more visible, more important, and have more impact. A larger size allows for bigger and better pictures, a larger font size and/or additional information, including cessation information. Further, a larger size makes it more difficult for the branded promotional part of

the package to distract the consumer’s attention away from the warning. That larger sizes are more effective is confirmed by the considered decisions of governments worldwide where the trend is very much to increase warning size.

A picture says a thousand words

Pictures can convey a message with far more impact than can a text-only message. A picture really does say a thousand words. Pictures are particularly significant for individuals who are illiterate or who have low literacy, an aspect especially important in many countries. Pictures are also important to immigrants, temporary workers, as well as individuals from minority language groups who may not yet be able to read the national language(s).

Where tobacco advertising is not yet banned, tobacco companies use colour pictures in tobacco advertising. Further, the tobacco industry has often printed colour pictures on packages. If tobacco companies have used pictures to promote tobacco products, then governments should be able to use pictures to discourage tobacco use.

The feasibility of implementing picture warnings has been demonstrated in more than 130 countries/jurisdictions. If these countries can do it, then all countries can. It is notable that often, in the very same cigarette factory, some packages have picture warnings and some do not, depending on the country of destination.

To ensure better visibility and impact, picture warnings should be placed on both the front and back of the package (not just one of these), and should be placed at the top of the front/back, not the bottom, as provided in the Article 11 Guidelines.⁵⁸ The table on pages 8–11 lists sizes for both the package front and back, recognizing that the front is more important due to greater visibility. There should be a large number of warnings appearing concurrently, and each set of warnings should be changed frequently, such as every 12 months, to convey information on the many health effects, and to keep warnings fresh and reduce wear out.

International Rankings

	Rank	Country / Jurisdiction		Picture Warnings	Average Front / Back	Front	Back	EU Member States	Plain Packaging	Less Than 30% Minimum Size	Article 11 FCTC Deadline	Picture Warnings Year(s)
1	1	Timor-Leste	√	92.5	85	100						2018
2	1	Turkey	√	92.5	85	100		PP				2010, 2019, 2021
3	3	Benin	√	90	90	90						2022
4	3	Maldives	√	90	90	90						2019
5	3	Nepal	√	90	90	90						2014, 2015
6	3	Vanuatu	√	90	90	90						2017
7	7	New Zealand (1)	√	87.5	75	100		PP				2008, 2018
8	8	Hong Kong (S.A.R., China)	√	85	85	85				#		2007, 2018
9	8	India (2)	√	85	85	85						2009, 2011, 2013, 2016, 2018, 2019, 2020, 2021
10	8	Thailand	√	85	85	85		PP				2005, 2007, 2010, 2014, 2022
11	11	Australia (3)	√	82.5	75	90		PP				2006, 2012
12	11	Cook Islands (4)	√	82.5	75	90		**				2008
13	11	Niue (5)	√	82.5	75	90		**				2020
14	14	Gambia	√	81.5	81.5	81.5						2021
15	15	Chad	√	80	80	80						2015, 2019, 2021
16	15	Sri Lanka (6)	√	80	80	80						2015
17	15	Uruguay	√	80	80	80		PP				2006, 2008, 2009, 2010, 2012, 2013, 2014, 2015, 2019
18	18	Ethiopia (7)	√	78	78	78						2020
19	19	Brunei	√	75	75	75						2008, 2012
20	19	Canada	√	75	75	75		PP				2001, 2012
21	19	Laos (8)	√	75	75	75						2018
22	19	Myanmar (9)	√	75	75	75		PP				2016, 2017, 2018, 2019, 2020, 2021, 2022
23	19	Singapore	√	75	75	75		PP				2004, 2006, 2013, 2020
24	19	Tajikistan (10)	√	75	75	75						2019
25	25	Cameroon	√	70	70	70						2019, 2021
26	25	Mauritania (11)	√	70	70	70						2021
27	25	Senegal	√	70	70	70						2017
28	28	Albania	√	65	65	65						2022
29	28	Austria	√	65	65	65	√					2016
30	28	Belgium	√	65	65	65	√	PP				2006, 2011, 2016
31	28	Bulgaria	√	65	65	65	√					2016
32	28	Croatia	√	65	65	65	√					2017
33	28	Cyprus	√	65	65	65	√					2017
34	28	Czechia	√	65	65	65	√					2016
35	28	Denmark	√	65	65	65	√	PP				2012, 2016
36	28	Estonia	√	65	65	65	√					2016
37	28	Finland	√	65	65	65	√					2016
38	28	France	√	65	65	65	√	PP				2011, 2016
39	28	Georgia	√	65	65	65						2018
40	28	Germany	√	65	65	65	√					2016
41	28	Greece	√	65	65	65	√					2016
42	28	Guernsey (12)	√	65	65	65		PP				2011, 2021
43	28	Hungary (13)	√	65	65	65	√	PP				2012, 2016
44	28	Ireland	√	65	65	65	√	PP				2013, 2016
45	28	Israel		65	65	65		PP				
46	28	Italy	√	65	65	65	√					2016
47	28	Jersey (12)	√	65	65	65		PP				2012, 2022
48	28	Latvia	√	65	65	65	√					2010, 2016
49	28	Lithuania	√	65	65	65	√					2016
50	28	Luxembourg	√	65	65	65	√					2017
51	28	Malta	√	65	65	65	√					2011, 2016

	Rank	Country / Jurisdiction	Picture Warnings	Average Front / Back	Front	Back	EU Member States	Plain Packaging	Less Than 30% Minimum Size	Article 11	FCTC Deadline	Picture Warnings Year(s)
52	28	Moldova, Republic of	√	65	65	65						2018
53	28	Netherlands	√	65	65	65	√	PP				2016
54	28	Northern Ireland (UK) (14)	√	65	65	65						2021
55	28	Poland	√	65	65	65	√					2016
56	28	Portugal	√	65	65	65	√					2016
57	28	Romania	√	65	65	65	√					2008, 2016
58	28	Saudi Arabia	√	65	65	65		PP				2012, 2019
59	28	Slovakia	√	65	65	65	√					2016
60	28	Slovenia	√	65	65	65	√	PP				2017
61	28	Spain	√	65	65	65	√					2011, 2017
62	28	Sweden	√	65	65	65	√					2016
63	28	Togo		65	65	65						
64	28	Turkmenistan (15)	√	65	65	65						2015
65	28	Uganda	√	65	65	65						2021
66	28	United Kingdom	√	65	65	65		PP				2008, 2016, 2021
67	28	Mauritius	√	65	60	70						2009
68	28	Brazil	√	65	30	100						2002, 2004, 2009, 2018
69	28	Mexico (16)	√	65	30	100						2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2022
70	28	Venezuela	√	65	30	100						2005, 2009, 2014
71	71	Burkina Faso (17)	√	60	60	60						2019, 2021
72	71	Ecuador	√	60	60	60						2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021
73	71	Guyana	√	60	60	60						2019
74	71	Jamaica (18)	√	60	60	60						2014
75	71	Pakistan	√	60	60	60						2010, 2018, 2019
76	71	Fiji	√	60	30	90						2013
77	71	Samoa	√	60	30	90						2014
78	78	Namibia (19)	√	58	53	63						2015
79	79	Liechtenstein (20)	√	56	48	63	*		#			2010
80	79	Switzerland (21)	√	56	48	63	*		#			2010
81	81	Cambodia	√	55	55	55						2016, 2018, 2021
82	81	Ghana	√	55	50	60						2018
83	81	Malaysia	√	55	50	60						2009, 2014
84	84	Japan (22)		51	51	51						
85	85	Solomon Islands	√	50	70	30						2015
86	85	Argentina	√	50	50	50			#			2012, 2014, 2016, 2019
87	85	Armenia	√	50	50	50						2017
88	85	Bahrain	√	50	50	50						2012
89	85	Bangladesh	√	50	50	50						2016
90	85	Belarus	√	50	50	50						2017
91	85	Bolivia	√	50	50	50						2011, 2015
92	85	Chile (23)	√	50	50	50						2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2016
93	85	Costa Rica	√	50	50	50						2014, 2015, 2016, 2021, 2022
94	85	Djibouti	√	50	50	50						2009
95	85	Egypt	√	50	50	50						2008, 2010, 2012, 2014, 2016, 2021
96	85	El Salvador	√	50	50	50						2012, 2015
97	85	Honduras (24)	√	50	50	50						2012, 2013, 2014, 2015, 2018, 2019, 2021
98	85	Iran	√	50	50	50						2009
99	85	Kazakhstan	√	50	50	50						2013, 2017
100	85	Kuwait	√	50	50	50						2012
101	85	Kyrgyzstan	√	50	50	50						2016, 2017
102	85	Macau (S.A.R., China)	√	50	50	50			#			2013
103	85	Madagascar (25)	√	50	50	50						2012, 2013, 2015, 2016

	Rank	Country / Jurisdiction	Picture Warnings	Average Front / Back	Front	Back	EU Member States	Plain Packaging	Less Than 30% Minimum Size	Article 11 FCTC Deadline	Picture Warnings Year(s)
104	85	Mongolia	√	50	50	50					2010, 2013, 2018
105	85	Nigeria (26)	√	50	50	50					2020
106	85	Oman	√	50	50	50					2012
107	85	Panama	√	50	50	50					2006, 2009, 2010, 2012, 2014, 2015, 2016, 2017, 2019, 2021
108	85	Peru	√	50	50	50					2009, 2011, 2014, 2015, 2016, 2019
109	85	Philippines	√	50	50	50					2016, 2018, 2020
110	85	Qatar	√	50	50	50					2012
111	85	Russian Federation	√	50	50	50					2013, 2017
112	85	Saint Lucia (27)	√	50	50	50					2017
113	85	Seychelles	√	50	50	50					2013, 2016
114	85	South Korea (Republic of Korea)	√	50	50	50					2016, 2018, 2020
115	85	Suriname	√	50	50	50					2014, 2018
116	85	Trinidad and Tobago (28)	√	50	50	50					2022
117	85	Turks and Caicos Islands (UK) (29)	√	50	50	50			#		2018
118	85	Ukraine	√	50	50	50					2012
119	85	United Arab Emirates	√	50	50	50					2012
120	85	United States of America (30)	√	50	50	50			#		2022
121	85	Vietnam	√	50	50	50					2013
122	85	Yemen	√	50	50	50					2014
123	123	Iceland	√	48	43	53	*				2013
124	123	Norway	√	48	43	53	*	PP			2011
125	125	Lebanon (31)		45	45	45					
126	126	Jordan (32)	√	43	43	43					2006, 2013
127	127	Bosnia and Herzegovina (33)		43	35	50	*				
128	128	Comoros		40	40	40					
129	128	Indonesia	√	40	40	40			#		2014, 2019
130	128	Iraq	√	40	40	40					2019
131	128	Paraguay (34)	√	40	40	40					2018, 2019
132	128	Uzbekistan	√	40	40	40					2021
133	128	Kenya	√	40	30	50					2016
134	134	Greenland (Denmark)	√	39	32	45			#		2016
135	134	Kosovo		39	32	45	*		#		
136	136	China		35	35	35					
137	136	Taiwan, China	√	35	35	35			#		2009, 2014, 2020
138	136	Faroe Islands (Denmark)		35	30	40	*		#		
139	136	Montenegro	√	35	30	40	*				2013
140	136	North Macedonia	√	35	30	40	*				2010
141	136	Serbia		35	30	40	*				
142	142	Azerbaijan		30	30	30					
143	142	Bermuda		30	30	30			#		
144	142	Colombia	√	30	30	30					2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021
145	142	Congo, Republic of		30	30	30					
146	142	D. R. Congo		30	30	30					
147	142	Eritrea (35)		30	30	30			#		
148	142	Guinea		30	30	30					
149	142	Mali		30	30	30					
150	142	Nauru		30	30	30					
151	142	Rwanda		30	30	30					
152	142	Sudan & Khartoum state (36)	√	30	30	30					2016
153	142	Tanzania (37)		30	30	30					
154	142	Tonga		30	30	30					
155	142	Cuba (38)		30	0	60			#		
156	156	Mozambique		28	30	25		X		Oct. 12, 2020	
157	157	Libya		25	50	0		X		Sep. 5, 2008	

	Rank	Country / Jurisdiction	Picture Warnings	Average	Front / Back	Front	Back	EU Member States	Plain Packaging	Less Than 30% Minimum Size	Article 11	FCTC Deadline	Picture Warnings Year(s)
158	158	South Africa (39)		21	16	26			X			Jul. 18, 2008	
159	159	Zimbabwe		20	15	25			X			Mar 4, 2018	
160	160	Syrian Arab Republic		15	30	0			X			Feb. 27, 2008	
161	160	Algeria		15	15	15			X			Sep. 28, 2009	
162	160	Cayman Islands (UK) (40)	√	15	0	30						#	2009
163	163	Guatemala		13	25	0			X			Feb. 14, 2009	
164	164	West Bank and Gaza Strip		10	20	0						#	
165	165	Morocco (41)		5	0	10						#	
166	166	Zambia (42)		3	3	3			X			Aug. 21, 2011	
167	167	Afghanistan		0	0	0			X			Nov. 11, 2013	
168	167	Andorra (43)		0	0	0						#	
169	167	Angola		0	0	0			X			Dec. 19, 2010	
170	167	Antigua and Barbuda		0	0	0			X			Sep. 3, 2009	
171	167	Bahamas		0	0	0			X			Feb. 1, 2013	
172	167	Barbados (44)		0	0	0			X			Feb. 1, 2009	
173	167	Belize		0	0	0			X			Mar. 15, 2009	
174	167	Bhutan (45)		0	0	0			X			Feb. 27, 2008	
175	167	Botswana		0	0	0			X			May. 1, 2008	
176	167	Burundi		0	0	0			X			Feb. 20, 2009	
177	167	Cape Verde		0	0	0			X			Jan. 2, 2009	
178	167	Central African Republic		0	0	0			X			Feb. 5, 2009	
179	167	Côte d'Ivoire		0	0	0			X			Nov. 11, 2013	
180	167	Dominica		0	0	0			X			Oct. 22, 2009	
181	167	Dominican Republic		0	0	0						#	
182	167	Equatorial Guinea		0	0	0			X			Dec. 16, 2008	
183	167	Eswatini		0	0	0			X			Apr. 13, 2009	
184	167	Gabon (46)		0	0	0			X			May. 21, 2012	
185	167	Grenada		0	0	0			X			Nov. 12, 2010	
186	167	Guinea-Bissau		0	0	0			X			Feb. 5, 2012	
187	167	Haiti		0	0	0						#	
188	167	Kiribati		0	0	0			X			Dec. 14, 2008	
189	167	Lesotho		0	0	0			X			Apr. 14, 2008	
190	167	Liberia		0	0	0			X			Dec. 14, 2012	
191	167	Malawi		0	0	0						#	
192	167	Marshall Islands		0	0	0			X			Mar. 8, 2008	
193	167	Micronesia		0	0	0			X			Jun. 16, 2008	
194	167	Monaco (47)		0	0	0		**				#	
195	167	Nicaragua		0	0	0			X			Jul. 8, 2011	
196	167	Niger (48)		0	0	0			X			Aug. 25, 2008	
197	167	Palau		0	0	0			X			Feb. 27, 2008	
198	167	Papua New Guinea		0	0	0			X			Aug. 23, 2009	
199	167	Saint Kitts and Nevis		0	0	0			X			Sep. 19, 2014	
200	167	San Marino (49)		0	0	0			X			Oct. 8, 2007	
201	167	Sao Tome and Principe		0	0	0			X			Jul. 11, 2009	
202	167	Sierra Leone		0	0	0			X			Aug. 20, 2012	
203	167	Somalia		0	0	0						#	
204	167	South Sudan		0	0	0						#	
205	167	St Vincent and the Grenadines		0	0	0			X			Jan. 27, 2014	
206	167	Tuvalu		0	0	0			X			Dec. 25, 2008	

Countries/jurisdictions that are not Parties to the FCTC.

* Countries/jurisdictions that follow the EU Directive 2001/37/EC.⁵¹⁻⁵⁴

** Countries/jurisdictions that implement plain packaging in practice because of the country from which packages are imported.

In the table, the indicated average size for the front and back has been rounded; for example 12.5% appears as 13%. For countries with an average size of at least 80%, the average size has not been rounded.

Other countries: The following two countries are not listed in this report as information was not confirmed at press time: North Korea (D.P.R. Korea)⁵⁰ and Tunisia.

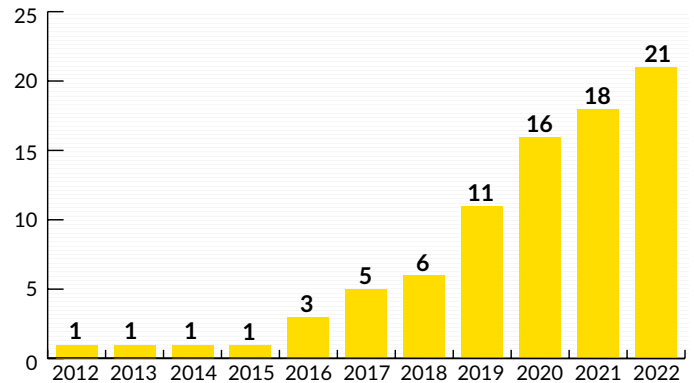
Plain packaging – tremendous international momentum

Plain packaging prohibits brand colours, logos and design elements on packages, and would require that packages only come in a standard shape, material and format. (Plain packaging is also referred to as “standardized packaging”, or “plain and standardized packaging”, or “generic packaging”.) Under plain packaging, health warnings continue to appear, but the brand portion of the package would have the same colour (e.g. drab brown) for all brands. The brand name would be allowed on packages, but only in a standard location, colour (e.g. light grey), font style and size.

Plain packaging would curb the industry’s use of the package as a promotional vehicle, would reduce the appeal of tobacco products, would increase the effectiveness of package warnings, would curb package deception, and would decrease tobacco use. Packages should not be used as mini-billboards promoting tobacco use. Both the Article 11⁵⁸ and the Article 13⁵⁹ Guidelines under the FCTC recommend that Parties consider implementing plain packaging. Plain packaging is supported by extensive evidence.⁶⁰ The theme for the World Health Organization’s World No Tobacco Day on May 31, 2016 was “Get Ready for Plain Packaging”.⁶¹ Australia’s world precedent setting plain packaging had full implementation at the retail level as of Dec. 1, 2012.

There is tremendous international momentum on plain packaging. There are at least 38 countries/territories moving forward with plain packaging, with 21 having adopted the measure, 3 having it in practice, and 14 working on it. Plain packaging has been implemented in Australia (2012), France (2016), United Kingdom (2016), Norway (2017), Ireland (2017), New Zealand (2018), Saudi Arabia (2019), Turkey (2019), Thailand (2019), Canada (2019), Uruguay (2019), Slovenia (2020), Belgium (2020), Israel (2020), Singapore (2020), Netherlands (2020), Denmark (2021), and Guernsey (2021), and will be implemented in Hungary (2022), Jersey (2022) and Myanmar (2022). Plain packaging has been implemented in practice in 3 countries where packages are imported from a country with plain packaging – Monaco (from France), Cook Islands (from New Zealand), and Niue (from Australia). Plain packaging is under formal consideration in at least 14 countries: Armenia, Chile, Costa Rica, Finland, Georgia, Iran, Malaysia, Mauritius, Mexico, Nepal, South Africa, South Korea, Spain, and Sri Lanka. Timor-Leste has requirements that are very close to plain packaging.

Countries/jurisdictions requiring plain packaging



Summary of implementation dates

	Country/ Jurisdiction	Manufacturer Level	Retail Level
1.	Australia	Oct. 1, 2012	Dec. 1, 2012
2.	France	May 20, 2016	Jan. 1, 2017
3.	United Kingdom	May 20, 2016	May 20, 2017
4.	Norway	July 1, 2017	July 1, 2018
5.	Ireland	Sept. 30, 2017	Sept. 30, 2018
6.	New Zealand	Mar. 14, 2018	June 6, 2018
7.	Saudi Arabia	Aug. 23, 2019	Jan. 1, 2020
8.	Thailand	Sept. 10, 2019	Dec. 8, 2019
9.	Canada	Nov. 9, 2019	Feb. 7, 2020
10.	Turkey	Dec. 5, 2019	Jan. 5, 2020
11.	Uruguay	Dec. 21, 2019	Dec. 21, 2019
12.	Slovenia	Jan. 1, 2020	Jan. 1, 2020
13.	Belgium	Jan. 1, 2020	Jan. 1, 2021
14.	Israel	Jan. 8, 2020	Jan. 8, 2020
15.	Singapore	July 1, 2020	July 1, 2020
16.	Netherlands	Oct. 1, 2020	Oct. 1, 2021
17.	Denmark	July 1, 2021	Apr. 1, 2022
18.	Guernsey	July 31, 2021	July 31, 2022
19.	Hungary*	Jan. 1, 2022	Jan. 1, 2022
20.	Jersey	Jan. 1, 2022	July 31, 2022
21.	Myanmar	Apr. 10, 2022	July 9, 2022

*In Hungary, plain packaging required for new brands from Aug. 20, 2016.

Monaco,⁴⁷ **Cook Islands,**⁴ **Niue**⁵ – Plain packaging in practice; packages imported from France, New Zealand and Australia, respectively.

European Union – Tobacco Products Directive adopted April 3, 2014, explicitly states that 27 EU countries have the option of implementing plain packaging.⁷⁶

Timor-Leste – Has made substantial though not complete progress towards plain packaging, with requirements effective Sept. 6, 2018. Brand portion of packages must be in standard base colour, but logos and brand names in stylized fonts are still allowed (though only in white).⁷⁷



AUSTRALIA (FRONT)
BEFORE PLAIN PACKAGING



AUSTRALIA (FRONT)
AFTER PLAIN PACKAGING



AUSTRALIA (BACK)
AFTER PLAIN PACKAGING



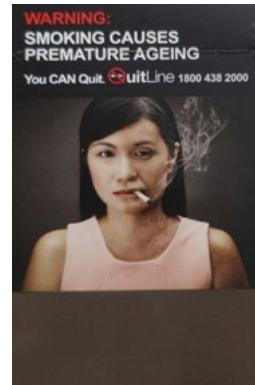
URUGUAY (FRONT)



THAILAND



SINGAPORE (FRONT)



SINGAPORE (BACK)



CANADA



ISRAEL (FRONT)



HUNGARY



SAUDI ARABIA



IRELAND



FRANCE

Countries in progress

Armenia – On Feb. 13, 2020, plain packaging legislation was adopted to come into effect Jan. 1, 2024, though technical regulations are still necessary to be adopted.⁶²

Chile – Bill with regulatory authority approved by Senate July 9, 2015, approved by House Health Committee Jan. 22, 2018, forwarded to House Agricultural Committee, which held hearings on at least Oct. 5, 2021.⁶³

Costa Rica – On May 5, 2021, plain packaging bill that would still require an implementing regulation introduced in the Legislative Assembly and signed by at least 28 of 57 members.⁶⁴

Finland – On Sept. 24, 2021, Finland notified a draft decree to require plain packaging, with a proposed coming into force date of Jan. 1, 2023.⁶⁵

Georgia – Legislation adopted May 30, 2017, with regulatory authority to require plain packaging.⁶⁶

Iran – Plain packaging approved by President in 2019 and national guidelines for plain packaging developed,⁶⁷ but regulations not yet adopted.

Malaysia – On Feb. 12, 2019, Deputy Health Minister stated that plain packaging is under consideration.⁶⁸

Mauritius – On Dec. 16, 2020, Mauritius notified draft plain packaging regulations.⁶⁹

Mexico – In its 2020 Report to the FCTC, Mexico identified plain packaging as a priority.⁷⁰

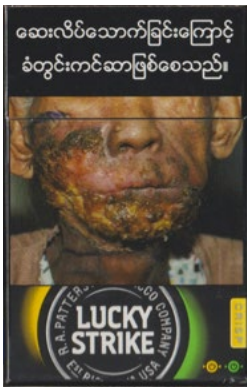
Nepal – On May 8, 2017, Minister of Health announced that Nepal to have plain packaging by 2018.⁷¹

South Africa – On May 9, 2018, a draft bill to be introduced in Parliament was published with a consultation period ending Aug. 9, 2018.⁷²

South Korea – On May 21, 2019, Ministry of Health and Welfare announced an intention to implement plain packaging as part of a set of intended Comprehensive Tobacco Control Policies.⁷³

Spain – On Mar. 11, 2021, Minister of Health stated that a comprehensive tobacco control plan was being developed that would include plain packaging.⁷⁴

Sri Lanka – On Apr. 10, 2018, Cabinet approved plain packaging legislation to be drafted, and on May 3, 2018, the government stated that plain packaging was a priority.⁷⁵



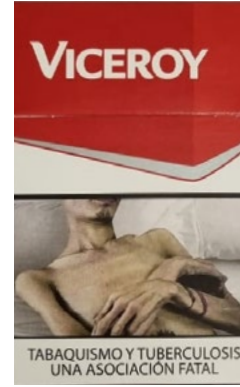
MYANMAR



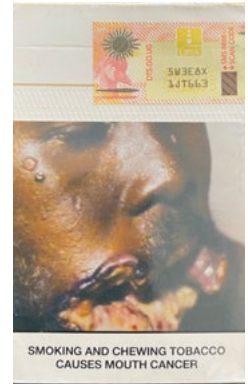
GHANA



PANAMA



PANAMA



UGANDA



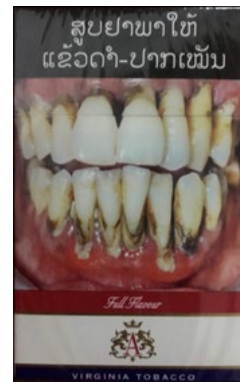
TIMOR-LESTE (FRONT)



THAILAND



TOGO (FRONT)



LAOS



URUGUAY (FRONT)

Minimum surface area

More countries/jurisdictions are requiring a minimum surface area for warnings, in addition to a minimum percentage size for the package front/back. This can help deal with small package formats, and “superslims” cigarette packages, to ensure a minimum overall area for the warning. For cigarettes, though things can vary, the common standard-length seen internationally is about 83-84 mm, resulting in the surface of a flip-top package front/back being about 49 cm².

Here are minimum surface areas for warnings for cigarette packages, though this is not an exhaustive list:

- 46.5 cm² Quebec (Canadian province), front & back (2016)
- 43.7 cm² Canada, front & back (2022) *
- 46.8 cm² New Zealand, back (2018)
- 35.1 cm² New Zealand, front (2018)
- 42.1 cm² Australia, back (2012)
- 35.1 cm² Australia, front (2012)
- 30.0 cm² Comoros, front & back (2014)
- 22.9 cm² EU, front & back (2016)
- 22.9 cm² UK, front & back (2016)
- 22.9 cm² Guernsey (2021) and Jersey (2022), front & back
- 14.0 cm² India, front & back (2016)
- 13.0 cm² Japan, front & back, or 18.2 cm² if only one principal display area (2020)

*For Canada, the 43.7 cm² minimum area applies for any cigarette. Canada has two categories of cigarette lengths, regular, and king size, with king size defined as 82.0 mm to 85.0 mm, comparable to the typical international standard length. For king size cigarettes in Canada, the minimum warning surface area is 51.0 cm². Canada requires cigarettes to be sold in the slide and shell package format, which increases minimum warning surface area. Comoros and India are examples that apply their minimum warning surface area to all tobacco products.



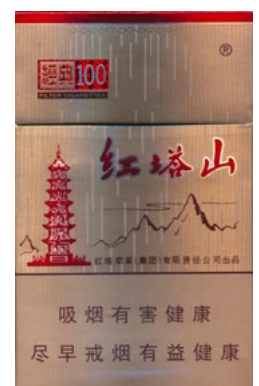
CAMEROON (FRONT)



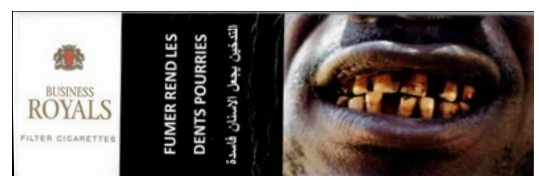
CHILE



PAKISTAN



CHINA



CHAD - CARTON



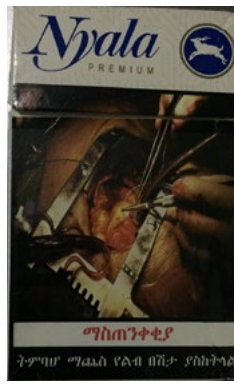
SOLOMON ISLANDS



HONG KONG



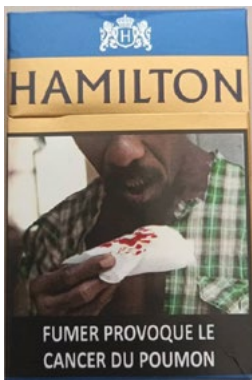
ECUADOR (FRONT)



ETHIOPIA (FRONT)



ARMENIA



BURKINA FASO



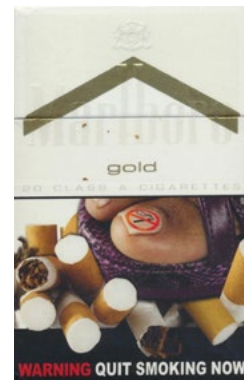
TANZANIA



TURKEY



NIUE (BACK; IMPORTED FROM AUSTRALIA)



SAINT LUCIA



MOLDOVA



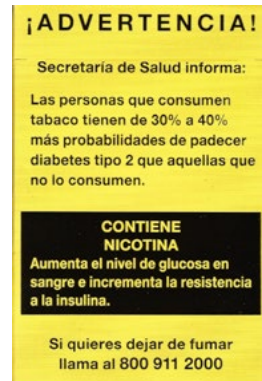
COSTA RICA (BACK, 2022)



ECUADOR (BACK)



MEXICO (FRONT)



MEXICO (BACK)



GHANA (BACK)



CHINA



PHILIPPINES (FRONT)



ARMENIA



BANGLADESH



MEXICO



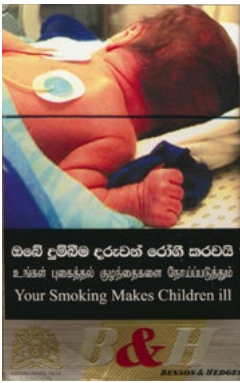
ARGENTINA



PERU



COLOMBIA



SRI LANKA



PHILIPPINES



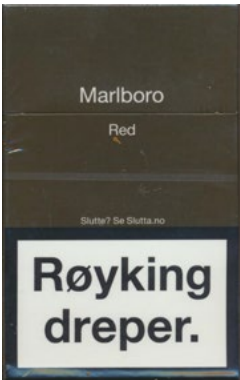
RUSSIA (FRONT)



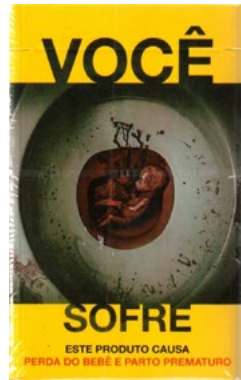
NORWAY (BACK)



SINGAPORE



NORWAY (FRONT)



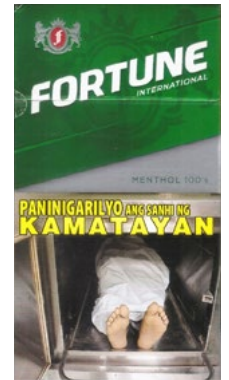
BRAZIL (BACK)



CAMEROON



IRELAND (BACK)



PHILIPPINES



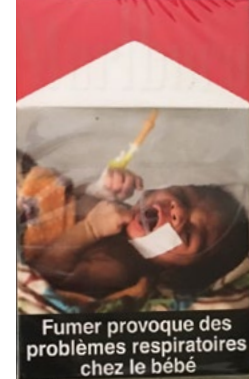
UKRAINE (BACK)



URUGUAY (BACK)



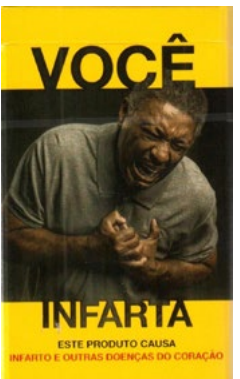
MOROCCO (BACK)



SENEGAL



SOUTH KOREA



BRAZIL (BACK)



SOUTH AFRICA



PARAGUAY



ECUADOR



GHANA



ECUADOR



ARGENTINA



ARGENTINA



COLOMBIA



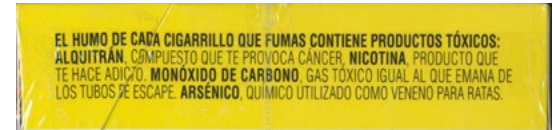
MOLDOVA



RUSSIA (FRONT)



PHILIPPINES



CHILE

El tabaquismo empeora: **la influenza (H1N1), neumonía, coronavirus (COVID-19), tuberculosis, entre otras.**

COSTA RICA



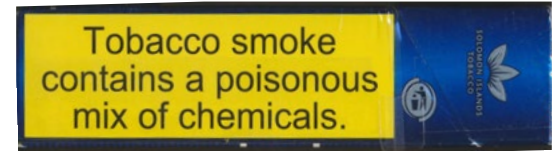
HONG KONG



SINGAPORE



THAILAND



SOLOMON ISLANDS



SAUDI ARABIA



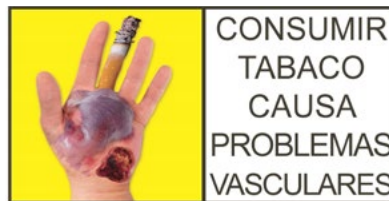
UK/EU



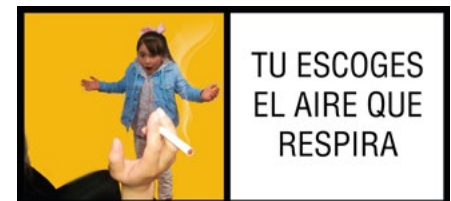
PERU



HONDURAS



COLOMBIA



COLOMBIA

Information Collection

Considerable effort was made to ensure the accuracy of the information contained in this report. Information obtained as of October 22, 2021, has been included to ensure that the report was as up-to-date as possible before publication. However, for a few countries, it was not possible to confirm national requirements prior to press time. Moreover, national requirements for package warnings are constantly evolving and, as such, it may be that for some countries listed in this report further progress may have been made but is not reflected in this report.

Country information was only included in this report once legal requirements (such as an Act, regulation, or decree) were finalized, and no further approval steps were needed. For some countries, the transition period for warning implementation on packages has not been completed; however, if no further approval steps were needed, these new requirements were included in the report. Where new information for a country could not be confirmed prior to publication, this new information was not included.

This report provides information only for packages of cigarettes, not other tobacco products. Information for cigarette cartons has not been compiled.

For More Information

Campaign for Tobacco-Free Kids

<https://www.tobaccofreekids.org/global-resources>

www.tobaccocontrollaws.org

Tobacco Labelling Resource Centre

www.tobacolabels.ca

Institute for Global Tobacco Control, Tobacco Pack Surveillance System

<http://globaltobaccocontrol.org/tpackss/>

FTC Guidelines for Article 11 (packaging and labelling)

http://www.who.int/fctc/guidelines/adopted/article_11/en/

WHO Framework Convention on Tobacco Control

<http://www.who.int/fctc>

Notes

1. **New Zealand:** Rotation of two sets of 7 warnings every 12 months for both 2008 and 2018 rounds.
2. **India:** For the rounds in 2016, 2018, 2019, 2020, and 2021, only one picture warning appearing at a time.
3. **Australia:** Rotation of two sets of 7 warnings every 12 months, for both 2006 and 2012 rounds. In addition to the 90% warning on the package back, Australia also requires a message "Australian fire risk standard compliant. Use care in disposal.", which appears on the bottom 10% of the package back.
4. **Cook Islands:** Warnings are to either comply with the Australian or New Zealand requirements (which include pictures), or to require 50% text warnings with specified messages in English and in Cook Islands Maori. In practice, packages have depicted pictures as required in New Zealand (or perhaps previously Australia).
5. **Niue:** Picture warnings to be 90% front and 90% back, or to comply with warning requirements from specified countries as notified by Health Minister in *Niue Island Gazette*. Though *Gazette* notification had not been obtained at press time, cigarette packages in Niue are from Australia.
6. **Sri Lanka:** Regulations require a partial change every six months to the set of warnings required to appear on packages. However, this change has not been occurring.
7. **Ethiopia:** Size is 70% plus a 1 mm border surrounding the warning, with 78% size based on available packs.
8. **Laos:** Implementation date for 75% picture warnings in 2016 delayed to Jan. 1, 2018, as indicated in Oct. 23, 2017, Ministry of Industry and Commerce letter to tobacco companies.
9. **Myanmar:** For 2016-2021 inclusive, only one picture warning appeared at a time, changed every 12 months. Starting in 2022, a series of warnings to appear concurrently.
10. **Tajikistan:** The [Order No. 858 on Approval of Regulatory Legal Acts on Implementation of Law of Republic of Tajikistan "On Limiting the Use of Tobacco Products"](#), adopted Sept. 19, 2018, requires 75% picture warnings but no implementation date is specified. In practice picture warnings began appearing in 2019.
11. **Mauritania:** Implementation date of Nov. 6, 2020, pursuant to *Order No. 64/MS on the Packaging and Labelling of Tobacco Products*, was extended into 2021.
12. **Guernsey, Jersey:** Guernsey and Jersey are Crown dependencies located in the English Channel that are neither part of the UK nor part of the EU. The Guernsey 2011 round and the Jersey 2012 round implemented the EU 2001 Directive.
13. **Hungary:** For the first round (2012), 42 picture warnings were to be rotated over 3 years, with the difference between the most and least frequently appearing warnings not allowed to be more than 10%.
14. **Northern Ireland:** Effective Jan. 1, 2021, Northern Ireland maintained EU 65% picture warning content requirements following the UK's leaving the EU, while the remainder of the UK implemented new 65% picture warning content requirements.
15. **Turkmenistan:** There are unconfirmed reports of second and third rounds of picture warnings in 2018 and 2021.
16. **Mexico:** Two warnings to be displayed for 6 months beginning Dec. 1, 2017, and two sets of 4 warnings to be displayed for 12 months each beginning June 1, 2018 and June 1, 2019. In prior years, warnings changed every 3 months, every 4 months or every 6 months. For June 2020 to Nov. 2020 there was a separate round. Subsequent rounds are from Dec. 2020 to Feb. 28, 2022, and Mar. 1, 2022, to Feb. 8, 2023.
17. **Burkina Faso:** [Joint Administrative Decree No. 2015- No. 366](#), approved April 7, 2015, requires 60% picture warnings effective 12 months after coming into force, but following implementation delays picture warnings were implemented in 2019. For the 2019 round, one warning was to appear for 12 months beginning in 2019 followed by a second in 2020. For the 2021 round, one warning was to appear in 2021, and one in 2022.
18. **Jamaica:** Rotation of two sets of 8 warnings every 12 months.
19. **Namibia:** 50% front, 60% back, plus a border of unspecified size. Size estimated based on available packages.
20. **Liechtenstein:** Rotation of one of three sets of 14 warnings every 24 months. Liechtenstein is in a customs union with Switzerland. Liechtenstein law requires that tobacco packages depict Switzerland's health warnings.
21. **Switzerland:** Rotation of one of three sets of 14 warnings every 24 months.
22. **Chile:** From 2006 to 2012 inclusive, Chile required only one picture warning to appear at a time on all packages, with the warning changed every 12 months. Effective 2013, Chile required a series of warnings to appear concurrently.
23. **Honduras:** The information on earlier rounds of picture warnings is based on best available information.
24. **Japan:** 50% plus 1 mm line separating warning and rest of package, though government mock-up and packs obtained show line somewhat wider.
25. **Madagascar:** A 2017 Interministerial Administrative Order contains rounds for 2017 and 2018 requiring warnings all of which were included in the 2015 and 2016 rounds.
26. **Nigeria:** Size to increase to 60% in 2024.
27. **Saint Lucia:** Rotation of two sets of 8 warnings every 12 months.
28. **Trinidad and Tobago:** Rotation of two sets of 8 warnings every 12 months. [The Tobacco Control Regulations, 2013](#), published January 10, 2014, required 50% picture warnings 12 months after publication, but these were never implemented. Through [The Tobacco Control \(Amendment\) Regulations, 2019](#), with parliamentary approval Feb. 12, 2021, 50% picture warnings will come into effect in 2022.
29. **Turks and Caicos (UK):** Imported products must have 50% picture warnings, but warning content not specified. Warning content for 50% picture warnings specified for domestic manufacturers.
30. **United States:** Rule for 50% picture warnings adopted Mar. 18, 2020, to come into force June 18, 2021. The implementation date has been delayed several times by court orders, with the date modified to Oct. 11, 2022.
31. **Lebanon:** Size is 40% plus a border, with size estimated based on available packs. The Decree provides for a maximum border width of 3mm, provides no minimum, and provides a mockup with a 3mm width.
32. **Jordan:** Size is 40% plus a border as illustrated in the national standard.
33. **Bosnia and Herzegovina:** Implemented through separate requirements of two subnational governments: Federation of Bosnia and Herzegovina, and Republika Srpska.
34. **Paraguay:** Two sets of 2 warnings, changed every 12 months.
35. **Eritrea:** [The Proclamation to Provide for Tobacco Control](#) provides that warnings shall be 30% or more, and should be 50% or more, of the package front and back.
36. **Sudan & Khartoum state:** Sudan nationally and the Sudan state of Khartoum each have their own requirements for the same 30% picture warnings effective in 2016.
37. **Tanzania:** Zanzibar, a subnational region of Tanzania, adopted [Tobacco Control Regulations, 2016](#) requiring 70% text warnings, but this has not been implemented.
38. **Cuba:** Warnings may appear on either 30% of both the front and back, or 60% of one of the front or back. Packages obtained depict warnings on 60% of the back.
39. **South Africa:** 15% front, 25% back plus a border of unspecified width.
40. **Cayman Islands (UK):** Regulations require picture health warning to appear on either front or back. The size shall be at least 30%, and no less than the size required by the country of origin.
41. **Morocco:** Size estimated based on available packs. Legislation requires a warning on the back, but does not specify a minimum size.
42. **Zambia:** Size estimated based on available packs. Legislation requires a warning on the front and back, but does not specify a minimum size.

Notes for Plain Packaging

43. **Andorra:** In practice, packages tend to depict picture warnings from France or Spain.

44. **Barbados:** The [Health Services \(Packaging and Labelling of Tobacco Products\) Regulations, 2017](#) require 60% picture warnings effective in 2018, but there have been implementation delays.

45. **Bhutan,** in 2010, banned tobacco product sales, but allowed importation by individuals of limited quantities for personal consumption provided certain conditions are met, including that the packaging contains a health warning (no minimum warning size specified). In Aug. 2020, during COVID-19 circumstances, Bhutan reversed the sales ban for an unspecified temporary period.

46. **Gabon:** [Decree No. 0284/PR/MSPSSN Concerning the Packaging of Tobacco Products in the Republic of Gabon](#) requires text warnings on front 60% and back 65% in 2016, but there have been implementation delays.

47. **Monaco:** In practice, packs follow France requirements. [The Convention of Neighbours of May 18, 1963](#), an agreement between France and Monaco, provides that Monaco will purchase tobacco products for consumption in Monaco from the Service d'Exploitation Industrielle des Tabacs et Allumettes (SEITA) of France.

48. **Niger:** The [Technical Requirements Relating to Administrative Order No. 442/MSP/DGSP/DHP/ES](#), adopted Nov. 5, 2019, specify the picture warning content and a 70% size, but implementation has been delayed.

49. **San Marino:** No national regulation. Most cigarettes are imported from Italy and follow Italian package warning requirements. There is now a domestic brand that has depicted voluntary text warnings of less than 30%.

50. **North Korea** (D.P.R. Korea): The [Tobacco Control Law of DPR Korea](#), Decree No.1176 of June 24, 2016 (revised and consolidated), provides that a warning is to be required on packages, but does not specify the size, location or content. At least some packages depict a 30% text warning on the package front and back.

51. **EU:** Tobacco Products Directive, 2014/40/EU provides that the 27 EU member countries must require 65% picture warnings at the manufacturer level effective May 20, 2016. Three sets of 14 picture warnings are to be changed every 12 months. The following 5 EU countries did not implement the new requirements until 2017: Croatia, Cyprus, Luxembourg, Slovenia, Spain.

52. **EU:** The following non-EU countries/jurisdictions have continued to implement the 2001 EU Directive, and have done so properly in terms of the border surrounding the warning, which increases the overall size of the warning area: Iceland, Liechtenstein, Norway, Switzerland. (The overall size including the border may vary depending on the package format, e.g. the overall size increases on smaller packages, and on superslims "purse" packages.)

53. **EU:** The following non-EU countries/jurisdictions have continued to implement the 2001 EU Directive, but are non-compliant in terms of the border: Bosnia and Herzegovina, Faroe Islands, Kosovo, North Macedonia, Montenegro, Serbia.

54. **EU:** Switzerland, Bosnia and Herzegovina, and Liechtenstein are non-EU countries that continue to require trilingual warnings with EU size requirements pursuant to the 2001 Directive, though Bosnia and Herzegovina is non-compliant with border requirements. The 2001 EU Directive had different size requirements depending if unilingual, bilingual or trilingual health warnings were required.

55. [WHO Framework Convention on Tobacco Control](#).

56. World Health Organization, [WHO report on the global tobacco epidemic 2021](#).

57. See Tobacco Labelling Resource Centre, www.tobaccolabels.ca

58. [Guidelines for implementation of Article 11 of the WHO Framework Convention on Tobacco Control \(Packaging and labelling of tobacco products\)](#).

59. [Guidelines for implementation of Article 13 of the WHO Framework Convention on Tobacco Control \(Tobacco advertising, promotion and sponsorship\)](#).

60. For example, see David Hammond, "[Standardised Packaging of Tobacco Products: Evidence Review. Prepared on behalf of the Irish Department of Health](#)" March 2014; Sir Cyril Chantler, "[Standardised Packaging of Tobacco: Report of the independent review undertaken by Sir Cyril Chantler](#)" April 2014; C. Moodie, M. Stead, et al., "[Plain tobacco packaging: a systematic review](#)", 2011, University of Stirling: Stirling, Scotland, United Kingdom; [Tobacco Control, April 2015, Volume 24, Supplement 2](#); Australian Department of Health, "[Post-Implementation Review Tobacco Plain Packaging 2016](#)" released February 26, 2016; Cancer Council Victoria, "[Plain packaging. The facts.](#)" (website); Quit Victoria, Cancer Council Victoria, "[Plain packaging of tobacco products: a review of the evidence](#)" August 12, 2011.

61. World Health Organization, "[World No Tobacco Day 31 May 2016: Get ready for plain packaging](#)" May 31, 2016; Pan American Health Organization, "[World No Tobacco Day 2016: Get ready for plain packaging](#)" 2016.

62. **Armenia:** [Law on Reduction and Prevention of the Damage caused to Health by the use of Tobacco Products and their Substitutes](#), adopted Feb. 13, 2020.

63. **Chile:** [Bill that adapts national legislation to the standard of the World Health Organization Framework Convention on Tobacco Control](#), Bulletin N°8.886-11 (S), approved by Senate July 9, 2015, approved by House Health Committee Jan. 22, 2018, forwarded to House Agricultural Committee, which held hearings on at least Oct. 5, 2021.

64. **Costa Rica:** [Bill Amendment to articles 4 sections D and K and 9 section A, and adding a section C to article 9 and from a final paragraph article 36, of the General Law of Tobacco Control and its Harmful Effects on Health, Law N° 9028 from March 22, 2012](#), File No. 22,497, introduced May 5, 2021, published in *La Gaceta Diario Oficial* May 28, 2021, pp.4-8; "[Neutral packaging will strengthen the fight against smoking](#)" *El Guardian*, May 5, 2021.

65. **Finland:** draft [Decree of the Ministry of Social Affairs and Health amending the Decree of the Ministry of Social Affairs and Health on the warning marking of retail packaging of tobacco and related products, Notification 2021/618/FIN](#) to EU, Sept. 24, 2021.

66. **Georgia:** [Law No. 4059-RS on Tobacco Control](#) (2010), as amended by [Law No. 859-IIC of May 17, 2017](#) (signed by President May 30, 2017), Article 4, subparagraph 2(c).

67. **Iran:** [Islamic Republic of Iran 2020 FCTC Report](#), pp. 34, 51.

68. **Malaysia:** Robin Augustin, "[After smoking ban, Putrajaya mulls plain packaging for cigarettes](#)" *Free Malaysia Today*, Feb. 13, 2019.

69. **Mauritius:** Draft [Public Health \(Restrictions on Tobacco Products\) Regulations 2020](#) notified to WTO, [G/TBT/N/MUS/13](#), Dec. 16, 2020.

70. **Mexico:** [Mexico 2020 FCTC Report](#), p. 63.

71. **Nepal:** Gagan Kumar Thapa, Nepal's Minister of Health, address to South Asia Tobacco Control Leadership Program (8 to 13 May 2017, Hotel Annapurna, Durbar Marg), May 8, 2017, Kathmandu, Nepal; Himalayan News Service "[South Asian tobacco control leadership meet concludes](#)" *Himalayan Times*, May 14, 2017.

72. **South Africa:** Draft [Control of Tobacco Products and Electronic Delivery Systems Bill of 2018](#), which includes plain packaging provisions, published for comment May 9, 2018, with consultation period ending Aug. 9, 2018.

73. **South Korea:** [Republic of Korea 2020 FCTC Report](#), pp. 26, 38, 58.

74. **Spain:** Minister of Health testimony before congressional Health and Consumer Committee, Mar. 11, 2021, [Journal of Sessions of Health and Consumer Committee, Mar. 11, 2021](#), No. 319, p. 9.

75. **Sri Lanka:** [Sri Lanka 2018 FCTC Report](#), p. 72.

76. **European Union:** [Tobacco Products Directive, 2014/40/EU](#), Article 24(2).

77. **Timor-Leste:** [Ministerial Statutory Order N° 10/2018 of May 9, Regulations for Labelling of Tobacco Products](#).

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Canadian
Cancer
Society