Ecuador

How many people die from smoking in Ecuador each year?
5,447

What is the economic cost of smoking and tobacco use in Ecuador each year?
385,561,952
US dollars

Current Rates of Smoking and Tobacco Use in Ecuador

Tobacco use continues to be an epidemic in Ecuador. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Ecuador as the death toll grows each year. Proponents of healthier societies must push for the implementation of evidence-based best practices in tobacco control to create change and reduce the negative effects of tobacco use.

Adult Smoking Prevalence in Ecuador
15+ years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Men</strong></td>
<td>24.7%</td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>

Adult smoking prevalence in Ecuador is 15%.

Number of Adult Smokers in Ecuador
15+ years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Men</strong></td>
<td>1,551,015</td>
<td><strong>320,130</strong></td>
</tr>
</tbody>
</table>

Number of adult smokers in Ecuador is 1,871,145.

Youth Smoking Prevalence in Ecuador
10-14 years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boys</strong></td>
<td>4%</td>
<td><strong>3.3%</strong></td>
</tr>
</tbody>
</table>

Youth smoking prevalence in Ecuador is 4%.

Adult Smokeless Tobacco Use in Ecuador
15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

| Both Men and Women | 0% |

Adult smokeless tobacco use prevalence in Ecuador is 0%.
**Deaths Caused by Tobacco in Ecuador**

% deaths attributable to tobacco use in 2019

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>8%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

6% of all deaths in Ecuador are caused by tobacco use.

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**Negative Effect of Tobacco Use in Ecuador**

Tobacco use harms both the public and fiscal health of Ecuador, threatening efforts to improve equity, alleviate poverty, and protect the environment.

**Societal Harms**
The economic cost of smoking Ecuador is 385,061,952 US dollars. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity caused by illness and premature death.

**Harms Development**
Tobacco spending diverts funds from the resources that families need to rise out of poverty. On average in Ecuador, a smoker must spend 10.72% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.

**Environmental Harms**
Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 150 tons of butts wind up as toxic trash in Ecuador each year, equal to 43 female African elephants.

**Harms Health Equity**
The tobacco industry markets its products aggressively to lower-income populations and youth in Ecuador.

**Harms NCDs**
Not only is smoking a major risk factor for the 4 largest noncommunicable diseases (cancer, heart diseases, respiratory diseases, and diabetes), but people living with mental illness are nearly 2x as likely to smoke as other individuals.

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Learn more about global **Prevalence**, **Youth Smoking and Deaths**.
Impact of the Tobacco Supply Chain on Ecuador

The tobacco industry profits significantly from producing and selling tobacco. At the same time, across the tobacco supply chain, there are significant negative health and economic repercussions for Ecuador.

Tobacco Production
There were approximately 1 billion cigarettes produced in Ecuador in 2016.

Tobacco Industry
The total revenue of the 6 largest tobacco companies in the world was USD 336 billion in 2019, about the same as Viet Nam’s Gross National Income (GNI), 5x Ghana’s GNI and 9x Paraguay’s GNI.

Tobacco Growing
There were 4603 tons of tobacco produced in Ecuador in 2019 on 3650 hectares of quality agricultural land that could have been used to grow food.

Learn more about global Growing and Product Sales.

Ending the Tobacco Epidemic in Ecuador

Fortunately, there are evidence-based -i.e. proven -solutions to the challenges posed by tobacco use. For several decades, governments around the world have been introducing a set of policies that address the demand for tobacco products, particularly among youth. These policies effectively reduce consumption and are cost-effective because they save governments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Ecuador

Designated Smoke-Free Areas in Ecuador

<table>
<thead>
<tr>
<th>Healthcare Facilities</th>
<th>Educational Facilities</th>
<th>Universities</th>
<th>Government Facilities</th>
<th>Indoor Offices</th>
<th>Restaurants</th>
<th>Pubs and Bars</th>
<th>Public Transport</th>
<th>All Other Indoor Public Places</th>
<th>Funds for Enforcement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Availability of Cessation Services in Ecuador

Quitting Resources
NRT and/or some cessation services (at least one of which is cost-covered)

National Quit Line
Yes

Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Ecuador
Quality of Tobacco Packaging Regulation
- None
- Text warning label only
- ✔ Graphic warning label only
  - Plain Packaging with graphic warning label

% of Pack Covered
60%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Ecuador
Ran a National Anti-Tobacco Campaign
No

Part Of A Comprehensive Tobacco Control Program
Not Applicable

Pre-Tested With The Target Audience
Not Applicable

Target Audience Research Was Conducted
Not Applicable

Aired On Television And/Or Radio
Not Applicable

Utilized Media Planning
Not Applicable

Earned Media/Public Relations Were Used To Promote The Campaign
Not Applicable

Process Evaluation Was Used To Assess Implementation
Not Applicable

Outcome Evaluation Was Used To Assess Effectiveness
Not Applicable

Learn more about best practices in Mass Media.
**Tobacco Tax Policies in Ecuador**

Using evidence-based international recommendations/best practices, the Tobacconomics Cigarette Tax Scorecard assesses four components of tax systems - price, change in affordability, tax share, and structure - on a scale of 0 to 5, where a higher score is preferred.

<table>
<thead>
<tr>
<th>Overall Score</th>
<th>Cigarette Price</th>
<th>Change in Affordability Over Time</th>
<th>Tax Share of Price</th>
<th>Tax Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.63</td>
<td>5</td>
<td>5</td>
<td>3.5</td>
<td>5</td>
</tr>
</tbody>
</table>

The overall score is an average of the four component scores.

**Learn more about the Scorecard in Ecuador.**

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**Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Ecuador**

Marketing is the key avenue that tobacco companies use to reach consumers, new and old. Restricting or eliminating marketing is key to tobacco control success.

### Direct Bans

6 out of 7 direct bans implemented

<table>
<thead>
<tr>
<th>National TV and radio</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>International TV and radio</td>
<td>Yes</td>
</tr>
<tr>
<td>International magazines and newspapers</td>
<td>Yes</td>
</tr>
<tr>
<td>International magazines and newspapers</td>
<td>Yes</td>
</tr>
<tr>
<td>Billboard and outdoor advertising</td>
<td>Yes</td>
</tr>
<tr>
<td>Advertising at point of sale</td>
<td>No</td>
</tr>
<tr>
<td>Advertising on internet</td>
<td>Yes</td>
</tr>
</tbody>
</table>

### Indirect Bans

6 out of 10 indirect bans implemented

| Free distribution in mail or through other means | Yes |
| Promotional discounts | Yes |
| Non-tobacco products identified with tobacco brand names | Yes |
| Brand name of non-tobacco products used for tobacco product | No |
| Appearance in TV and/or films: tobacco brands (product placement) | Yes |
| Appearance in TV and/or films: tobacco products | Yes |
| Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images | N/A |
| Complete ban on sponsorship | No |
| Any form of contribution (financial or other support) to any event, activity or individual | No |
| Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals | Yes |