Hungary

**How many people die from smoking in Hungary each year?**
27,119

**What is the economic cost of smoking and tobacco use in Hungary each year?**
1,696,308,264,960 forints

**Current Rates of Smoking and Tobacco Use in Hungary**

Tobacco use continues to be an epidemic in Hungary. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Hungary 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 Hungary**

15+ years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>34.2%</strong></td>
<td>1,271,667</td>
<td>988,642</td>
</tr>
</tbody>
</table>

Adult smoking prevalence in Hungary is 30%.

**Number of Adult Smokers in Hungary**

15+ years old; 2019

<table>
<thead>
<tr>
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<th>Women</th>
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</thead>
<tbody>
<tr>
<td><strong>1,271,667</strong></td>
<td>988,642</td>
<td></td>
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</table>

Number of adult smokers in Hungary is 2,260,309.

**Youth Smoking Prevalence in Hungary**

10-14 years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10.9%</strong></td>
<td>10.9%</td>
<td>9.9%</td>
</tr>
</tbody>
</table>

Youth smoking prevalence in Hungary is 10%.

**Adult Smokeless Tobacco Use in Hungary**

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2019

<table>
<thead>
<tr>
<th></th>
<th>Both Men and Women</th>
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<tbody>
<tr>
<td><strong>0%</strong></td>
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</tbody>
</table>

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

% deaths attributable to tobacco use in 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27.5%</td>
<td>15%</td>
</tr>
</tbody>
</table>

21% of all deaths in Hungary are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Hungary

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

Societal Harms

The economic cost of smoking Hungary is 1,696,308,264,960 forints. 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 Hungary, a smoker must spend 3.20% 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 1,403 tons of butts wind up as toxic trash in Hungary each year, equal to 401 female African elephants.

Harms Health Equity

The tobacco industry markets its products aggressively to lower-income populations and youth in Hungary.

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.

Learn more about Health Effects.
Impact of the Tobacco Supply Chain on Hungary

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 Hungary.

Tobacco Production
There were approximately 8 billion cigarettes produced in Hungary 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 6110 tons of tobacco produced in Hungary in 2019 on 3460 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 Hungary

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 Hungary

Designated Smoke-Free Areas in Hungary
Hungary

**Availability of Cessation Services in Hungary**

- **Quitting Resources**: NRT and/or some cessation services (at least one of which is cost-covered)
- **National Quit Line**: Yes

**Tobacco Packaging Regulations in Hungary**

- **Quality of Tobacco Packaging Regulation**:
  - None
  - Text warning label only
  - Graphic warning label only
  - Plain Packaging with graphic warning label
- **% of Pack Covered**: 65%

**Tobacco Control Mass Media Campaigns in Hungary**

- **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 **Cessation**.

Learn more about best practices in **Counter Marketing**.

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

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>Component</th>
<th>Score</th>
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<tbody>
<tr>
<td>Overall Score</td>
<td>2.88</td>
</tr>
<tr>
<td>Cigarette Price</td>
<td>4</td>
</tr>
<tr>
<td>Change in Affordability Over Time</td>
<td>0</td>
</tr>
<tr>
<td>Tax Share of Price</td>
<td>3.5</td>
</tr>
<tr>
<td>Tax Structure</td>
<td>4</td>
</tr>
</tbody>
</table>

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

Learn more about the Scorecard in Hungary.

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## Regulations on Tobacco Advertising, Promotion, and Sponsorship (TAPS) in Hungary

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

- **National TV and radio**: Yes
- **International TV and radio**: Yes
- **International magazines and newspapers**: Yes
- **Billboard and outdoor advertising**: Yes
- **Advertising at point of sale**: No
- **Advertising on internet**: Yes

5 out of 7 direct bans implemented

### Indirect Bans

- **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**: Yes
- **Appearance in TV and/or films: tobacco brands (product placement)**: Yes
- **Appearance in TV and/or films: tobacco products**: No
- **Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images**: No
- **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**: No

5 out of 10 indirect bans implemented

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Ad Ban Compliance

N/A