

# Kenya



How many people die from smoking in Kenya each year?

**12,011**

What is the economic cost of smoking and tobacco use in Kenya each year?

**47,083,569,152**

Kenyan shillings

## Current Rates of Smoking and Tobacco Use in Kenya

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

15+ years old; 2019

Men

**16.8%**

Women

**2.7%**

Adult smoking prevalence in Kenya is 11%.

### Number of Adult Smokers in Kenya

15+ years old; 2019

Men

**2,720,722**

Women

**371,147**

Number of adult smokers in Kenya is 3,091,870.

### Youth Smoking Prevalence in Kenya

10-14 years old; 2019

Boys

**4.6%**

Girls

**4.5%**

Youth smoking prevalence in Kenya is 5%.

### Adult Smokeless Tobacco Use in Kenya

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

Both Men and Women

**4%**

Adult smokeless tobacco use prevalence in Kenya is 4%.

## Deaths Caused by Tobacco in Kenya

% deaths attributable to tobacco use in 2019

Men

**6.1%**

Women

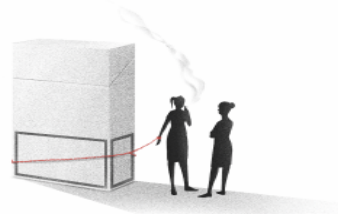
**1.6%**

4% of all deaths in Kenya are caused by tobacco use.

Learn more about global **Prevalence, Youth Smoking and Deaths.**

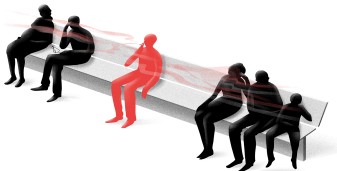
## Negative Effect of Tobacco Use in Kenya

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



### Societal Harms

The economic cost of smoking Kenya is 47,083,569,152 Kenyan shillings. 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 Kenya, a smoker must spend 11.43% 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 1,401 tons of butts wind up as toxic trash in Kenya each year, equal to 400 female African elephants.



### Harms Health Equity

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



### 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 Kenya

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 Kenya.



### Tobacco Production

There were approximately 17 billion cigarettes produced in Kenya in 2016.



### Tobacco Growing

There were 8536 tons of tobacco produced in Kenya in 2019 on 16733 hectares of quality agricultural land that could have been used to grow food.



### 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.

Learn more about global **Growing** and **Product Sales**.

## Ending the Tobacco Epidemic in Kenya

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 Kenya

#### Designated Smoke-Free Areas in Kenya

No	No	No	No	No	No	No	No	No	N/A	Yes
Healthcare Facilities	Educational Facilities	Universities	Government Facilities	Indoor Offices	Restaurants	Pubs and Bars	Public Transport	All Other Indoor Public Places		Funds for Enforcement

**Availability of Cessation Services in Kenya**

**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 Kenya**

**Quality of Tobacco Packaging Regulation**  
 None  
 Text warning label only  
 ✓ **Graphic warning label only**  
 Plain Packaging with graphic warning label

**% of Pack Covered**  
**40%**

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

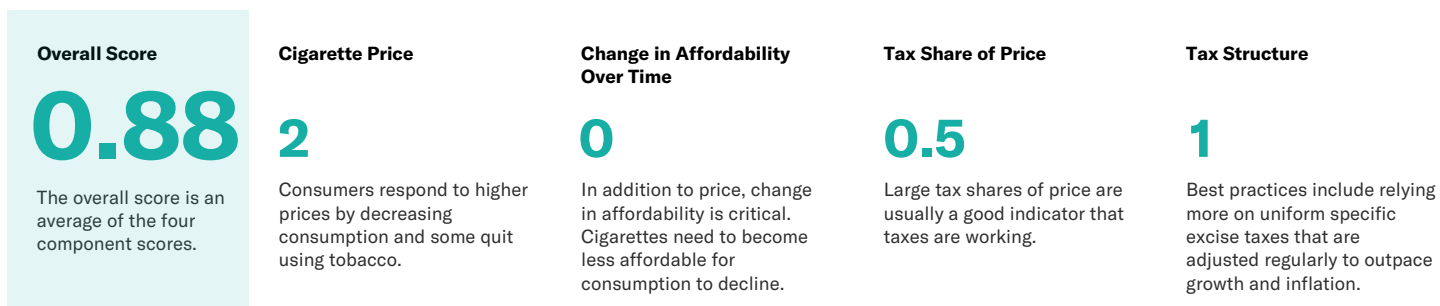
**Tobacco Control Mass Media Campaigns in Kenya**

<b>Ran a National Anti-Tobacco Campaign</b>	<b>No</b>
<b>Part Of A Comprehensive Tobacco Control Program</b>	Not Applicable
<b>Pre-Tested With The Target Audience</b>	Not Applicable
<b>Target Audience Research Was Conducted</b>	Not Applicable
<b>Aired On Television And/Or Radio</b>	Not Applicable
<b>Utilized Media Planning</b>	Not Applicable
<b>Earned Media/Public Relations Were Used To Promote The Campaign</b>	Not Applicable
<b>Process Evaluation Was Used To Assess Implementation</b>	Not Applicable
<b>Outcome Evaluation Was Used To Assess Effectiveness</b>	Not Applicable

Learn more about best practices in **Mass Media**.

## Tobacco Tax Policies in Kenya

Using evidence-based international recommendations/best practices, the Tobacco Economics 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.



Learn more about the [Scorecard in Kenya](#).

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

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	7 out of 7 direct bans implemented	Indirect Bans	9 out of 10 indirect bans implemented
National TV and radio	Yes	Free distribution in mail or through other means	Yes
International TV and radio	Yes	Promotional discounts	Yes
International magazines and newspapers	Yes	Non-tobacco products identified with tobacco brand names	Yes
International magazines and newspapers	Yes	Brand name of non-tobacco products used for tobacco product	Yes
Billboard and outdoor advertising	Yes	Appearance in TV and/or films: tobacco brands (product placement)	Yes
Advertising at point of sale	Yes	Appearance in TV and/or films: tobacco products	Yes
Advertising on internet	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	Yes
		Any form of contribution (financial or other support) to any event, activity or individual	Yes
		Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals	Yes

### Ad Ban Compliance

75%