Malaysia

How many people die from smoking in Malaysia each year?

29,457

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

15,845,990,400 Malaysian ringgits

Current Rates of Smoking and Tobacco Use in Malaysia

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

15+ years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>40.3%</td>
<td>3.2%</td>
</tr>
</tbody>
</table>

Adult smoking prevalence in Malaysia is 22%.

Number of Adult Smokers in Malaysia

15+ years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,084,949</td>
<td>360,636</td>
</tr>
</tbody>
</table>

Number of adult smokers in Malaysia is 5,445,585.

Youth Smoking Prevalence in Malaysia

10-14 years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21.4%</td>
<td>4.2%</td>
</tr>
</tbody>
</table>

Youth smoking prevalence in Malaysia is 13%.

Adult Smokeless Tobacco Use in Malaysia

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

<table>
<thead>
<tr>
<th></th>
<th>Both Men and Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11%</td>
</tr>
</tbody>
</table>

Adult smokeless tobacco use prevalence in Malaysia is 11%.
Deaths Caused by Tobacco in Malaysia

% 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>23.7%</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

17% of all deaths in Malaysia are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Malaysia

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

Societal Harms

The economic cost of smoking Malaysia is 15,845,990,400 Malaysian ringgits. 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 Malaysia, a smoker must spend 4.08% 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 1,581 tons of butts wind up as toxic trash in Malaysia each year, equal to 452 female African elephants.

Harms Health Equity

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

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 Malaysia

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 Malaysia.

Tobacco Production
There were approximately 9 billion cigarettes produced in Malaysia 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 1026 tons of tobacco produced in Malaysia in 2019 on 1365 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 Malaysia
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 Malaysia

Designated Smoke-Free Areas in Malaysia

<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>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>N/A</td>
<td>No</td>
</tr>
</tbody>
</table>
**Availability of Cessation Services in Malaysia**

Quitting Resources

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

National Quit Line

- **No**

Learn more about best practices in **Cessation**.

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**Tobacco Packaging Regulations in Malaysia**

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

- **% of Pack Covered**
  - **55%**

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

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**Tobacco Control Mass Media Campaigns in Malaysia**

- **Ran a National Anti-Tobacco Campaign**
  - **Yes**

- **Part Of A Comprehensive Tobacco Control Program**
  - **Yes**

- **Pre-Tested With The Target Audience**
  - **Yes**

- **Target Audience Research Was Conducted**
  - **Yes**

- **Aired On Television And/Or Radio**
  - **Yes**

- **Utilized Media Planning**
  - **Yes**

- **Earned Media/Public Relations Were Used To Promote The Campaign**
  - **Yes**

- **Process Evaluation Was Used To Assess Implementation**
  - **Yes**

- **Outcome Evaluation Was Used To Assess Effectiveness**
  - **Yes**

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

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.

Overall Score: 2.75

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

<table>
<thead>
<tr>
<th>Component</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cigarette Price</td>
<td>5</td>
</tr>
<tr>
<td>Change in Affordability</td>
<td>0</td>
</tr>
<tr>
<td>Tax Share of Price</td>
<td>2</td>
</tr>
<tr>
<td>Tax Structure</td>
<td>4</td>
</tr>
</tbody>
</table>

Cigarette Price: 5

- Consumers respond to higher prices by decreasing consumption and some quit using tobacco.

Change in Affordability Over Time: 0

- In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.

Tax Share of Price: 2

- Large tax shares of price are usually a good indicator that taxes are working.

Tax Structure: 4

- Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.

Learn more about the Scorecard in Malaysia.

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

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: 5 out of 7 direct bans implemented

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

Indirect Bans: 4 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: No
- 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: 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: Yes

Ad Ban Compliance: 75%