Mauritania

How many people die from smoking in Mauritania each year?

899

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

653,709,376 ouguiyas

Current Rates of Smoking and Tobacco Use in Mauritania

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

15+ years old; 2019

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.9%</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

Adult smoking prevalence in Mauritania is 18%.

Number of Adult Smokers in Mauritania

15+ years old; 2019

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>350,552</td>
<td>110,858</td>
</tr>
</tbody>
</table>

Number of adult smokers in Mauritania is 461,411.

Youth Smoking Prevalence in Mauritania

10-14 years old; 2019

<table>
<thead>
<tr>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.8%</td>
<td>20.5%</td>
</tr>
</tbody>
</table>

Youth smoking prevalence in Mauritania is 18%.

Adult Smokeless Tobacco Use in Mauritania

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

<table>
<thead>
<tr>
<th>Both Men and Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>17%</td>
</tr>
</tbody>
</table>

Adult smokeless tobacco use prevalence in Mauritania is 17%.
Deaths Caused by Tobacco in Mauritania
% 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>6%</td>
<td>2.5%</td>
</tr>
</tbody>
</table>

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

Negative Effect of Tobacco Use in Mauritania

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

Societal Harms
The economic cost of smoking Mauritania is 653,709,376 ouguiyas. 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 Mauritania, a smoker must spend 5.82% 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 1,102,311 tons of butts wind up as toxic trash in the world each year, equal to 416,667 female African elephants.

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

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 global Prevalence, Youth Smoking and Deaths.

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

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 Mauritania.

Tobacco Production
There were more than 5,000,000,000,000 cigarettes produced in the world in 2019, or nearly 2 cigarettes per person per day.

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
Mauritania is not a major producer of tobacco, but globally there were 3.1 million hectares of arable land dedicated to tobacco growing in 2021 which was nearly as much as the land dedicated to the world’s large orange crop.

Learn more about global Growing and Product Sales.

Ending the Tobacco Epidemic in Mauritania

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 Mauritania

Designated Smoke-Free Areas in Mauritania

<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>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>N/A</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Availabilty of Cessation Services in Mauritania

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.

Tobacco Packaging Regulations in Mauritania

Quality of Tobacco Packaging Regulation

- None
- Graphic warning label only
  - Plain Packaging with graphic warning label

% of Pack Covered
70%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Mauritania

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 Mauritania

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>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overall Score</strong></td>
<td>0.75</td>
</tr>
<tr>
<td><strong>Cigarette Price</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>Change in Affordability</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>Tax Share of Price</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>Tax Structure</strong></td>
<td>2</td>
</tr>
</tbody>
</table>

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

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

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

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

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

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

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
- International magazines and newspapers: Yes
- Billboard and outdoor advertising: Yes
- Advertising at point of sale: Yes
- Advertising on internet: Yes

### 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: Yes

### Ad Ban Compliance

- 35%