Nepal

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**Country Profiles**

How many people die from smoking in Nepal each year?

**37,530**

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

**57,670,287,360 Nepalese rupees**

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

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

15+ years old; 2019

- **Men**: 31.4%
- **Women**: 13.6%

Adult smoking prevalence in Nepal is 22%.

**Number of Adult Smokers in Nepal**

15+ years old; 2019

- **Men**: 2,925,208
- **Women**: 1,354,764

Number of adult smokers in Nepal is 4,279,973.

**Youth Smoking Prevalence in Nepal**

10-14 years old; 2019

- **Boys**: 4.5%
- **Girls**: 2.1%

Youth smoking prevalence in Nepal is 3%.

**Adult Smokeless Tobacco Use in Nepal**

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

- **Both Men and Women**: 18%

Adult smokeless tobacco use prevalence in Nepal is 18%.
Deaths Caused by Tobacco in Nepal

% deaths attributable to tobacco use in 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
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<tbody>
<tr>
<td></td>
<td>21.9%</td>
<td>16.4%</td>
</tr>
</tbody>
</table>

19% of all deaths in Nepal are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Nepal

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

Societal Harms
The economic cost of smoking Nepal is 57,670,287,360 Nepalese rupees. 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 Nepal, a smoker must spend 21.90% 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 Nepal.

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 Nepal

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 Nepal.

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
There were 1062 tons of tobacco produced in Nepal in 2019 on 935 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 Nepal

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 goverments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Nepal

Designated Smoke-Free Areas in Nepal

<table>
<thead>
<tr>
<th>Category</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>Yes</th>
<th>No</th>
<th>Yes</th>
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<tr>
<td>Healthcare Facilities</td>
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<td>Educational Facilities</td>
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<tr>
<td>Indoor Offices</td>
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<td>Restaurants</td>
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<tr>
<td>Pubs and Bars</td>
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<tr>
<td>Public Transport</td>
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<td></td>
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<tr>
<td>All Other Indoor Public Places</td>
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<tr>
<td>Funds for Enforcement</td>
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</tbody>
</table>
Nepal

Availability of Cessation Services in Nepal

Quitting Resources
None

National Quit Line
No

Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Nepal

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

% of Pack Covered
90%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Nepal

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 Nepal

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>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Score</td>
<td>1</td>
<td>The overall score is an average of the four component scores.</td>
</tr>
<tr>
<td>Cigarette Price</td>
<td>3</td>
<td>Consumers respond to higher prices by decreasing consumption and some quit using tobacco.</td>
</tr>
<tr>
<td>Change in Affordability Over Time</td>
<td>0</td>
<td>In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.</td>
</tr>
<tr>
<td>Tax Share of Price</td>
<td>0</td>
<td>Large tax shares of price are usually a good indicator that taxes are working.</td>
</tr>
<tr>
<td>Tax Structure</td>
<td>1</td>
<td>Best practices include relying more on uniform specific excise taxes that are adjusted regularly to outpace growth and inflation.</td>
</tr>
</tbody>
</table>

Learn more about the Scorecard in Nepal.

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

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

<table>
<thead>
<tr>
<th>Ban Type</th>
<th>Implemented</th>
</tr>
</thead>
<tbody>
<tr>
<td>National TV and radio</td>
<td>Yes</td>
</tr>
<tr>
<td>International TV and radio</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>Yes</td>
</tr>
<tr>
<td>Advertising on internet</td>
<td>Yes</td>
</tr>
</tbody>
</table>

7 out of 7 direct bans implemented

#### Indirect Bans

<table>
<thead>
<tr>
<th>Ban Type</th>
<th>Implemented</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free distribution in mail or through other means</td>
<td>Yes</td>
</tr>
<tr>
<td>Promotional discounts</td>
<td>Yes</td>
</tr>
<tr>
<td>Non-tobacco products identified with tobacco brand names</td>
<td>Yes</td>
</tr>
<tr>
<td>Brand name of non-tobacco products used for tobacco product</td>
<td>Yes</td>
</tr>
<tr>
<td>Appearance in TV and/or films: tobacco brands (product placement)</td>
<td>Yes</td>
</tr>
<tr>
<td>Appearance in TV and/or films: tobacco products</td>
<td>Yes</td>
</tr>
<tr>
<td>Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images</td>
<td>N/A</td>
</tr>
<tr>
<td>Complete ban on sponsorship</td>
<td>Yes</td>
</tr>
<tr>
<td>Any form of contribution (financial or other support) to any event, activity or individual</td>
<td>Yes</td>
</tr>
<tr>
<td>Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals</td>
<td>Yes</td>
</tr>
</tbody>
</table>

9 out of 10 indirect bans implemented

Ad Ban Compliance: 95%