New Zealand

How many people die from smoking in New Zealand each year?

5,032

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

4,064,985,344

New Zealand dollars

Current Rates of Smoking and Tobacco Use in New Zealand

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

15+ years old; 2019

Men: 18.4%
Women: 15.2%

Adult smoking prevalence in New Zealand is 17%.

Number of Adult Smokers in New Zealand

15+ years old; 2019

Men: 291,990
Women: 263,394

Number of adult smokers in New Zealand is 555,384.

Youth Smoking Prevalence in New Zealand

10-14 years old; 2019

Boys: 18.6%
Girls: 13.4%

Youth smoking prevalence in New Zealand is 16%.

Adult Smokeless Tobacco Use in New Zealand

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

Both Men and Women

Not Available
Deaths Caused by Tobacco in New Zealand

% deaths attributable to tobacco use in 2019

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.2%</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

15% of all deaths in New Zealand are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in New Zealand

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

Societal Harms
The economic cost of smoking New Zealand is 4,064,985,344 New Zealand dollars. 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 New Zealand, a smoker must spend 4.98% 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 270 tons of butts wind up as toxic trash in New Zealand each year, equal to 77 female African elephants.

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

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 New Zealand

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 New Zealand.

Tobacco Production
There were approximately 5 billion cigarettes produced in New Zealand 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 0 tons of tobacco produced in New Zealand in 2019 on 0 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 New Zealand

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 New Zealand

Designated Smoke-Free Areas in New Zealand

<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>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Availability of Cessation Services in New Zealand

National quit line, and both NRT and some cessation services cost-covered

National Quit Line

Yes

Learn more about best practices in Cessation.

Tobacco Packaging Regulations in New Zealand

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

% of Pack Covered
88%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in New Zealand

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
No

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 New Zealand

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>Overall Score</td>
<td>4.63</td>
</tr>
<tr>
<td>Cigarette Price</td>
<td>5</td>
</tr>
<tr>
<td>Change in Affordability Over Time</td>
<td>4</td>
</tr>
<tr>
<td>Tax Share of Price</td>
<td>4.5</td>
</tr>
<tr>
<td>Tax Structure</td>
<td>5</td>
</tr>
</tbody>
</table>

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

Learn more about the Scorecard in New Zealand.

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

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.

<table>
<thead>
<tr>
<th>Direct Bans</th>
<th>5 out of 7 direct bans implemented</th>
<th>Indirect Bans</th>
<th>4 out of 10 indirect bans implemented</th>
</tr>
</thead>
<tbody>
<tr>
<td>National TV and radio</td>
<td>Yes</td>
<td>Free distribution in mail or through other means Yes</td>
<td></td>
</tr>
<tr>
<td>International TV and radio</td>
<td>No</td>
<td>Promotional discounts Yes</td>
<td></td>
</tr>
<tr>
<td>International magazines and newspapers</td>
<td>Yes</td>
<td>Non-tobacco products identified with tobacco brand names Yes</td>
<td></td>
</tr>
<tr>
<td>International magazines and newspapers</td>
<td>No</td>
<td>Brand name of non-tobacco products used for tobacco product No</td>
<td></td>
</tr>
<tr>
<td>Billboard and outdoor advertising</td>
<td>Yes</td>
<td>Appearance in TV and/or films: tobacco brands (product placement) Yes</td>
<td></td>
</tr>
<tr>
<td>Advertising at point of sale</td>
<td>Yes</td>
<td>Appearance in TV and/or films: tobacco products No</td>
<td></td>
</tr>
<tr>
<td>Advertising on internet</td>
<td>Yes</td>
<td>Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images No</td>
<td></td>
</tr>
</tbody>
</table>

Ad Ban Compliance 100%