Turkey

How many people die from smoking in Turkey each year?
96,135

What is the economic cost of smoking and tobacco use in Turkey each year?
56,140,607,488
Turkish liras

Current Rates of Smoking and Tobacco Use in Turkey

Tobacco use continues to be an epidemic in Turkey. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Turkey 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 Turkey
15+ years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>43.2%</td>
<td>18.4%</td>
</tr>
</tbody>
</table>

Adult smoking prevalence in Turkey is 31%.

Number of Adult Smokers in Turkey
15+ years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>14,570,183</td>
<td>5,952,867</td>
</tr>
</tbody>
</table>

Number of adult smokers in Turkey is 20,523,050.

Youth Smoking Prevalence in Turkey
10-14 years old; 2019

<table>
<thead>
<tr>
<th></th>
<th>Boys</th>
<th>Girls</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>10.3%</td>
<td>12.3%</td>
</tr>
</tbody>
</table>

Youth smoking prevalence in Turkey is 11%.

Adult Smokeless Tobacco Use in Turkey
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>0%</td>
</tr>
</tbody>
</table>

Adult smokeless tobacco use prevalence in Turkey is 0%.
Deaths Caused by Tobacco in Turkey

% deaths attributable to tobacco use in 2019

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.8%</td>
<td>9.6%</td>
</tr>
</tbody>
</table>

21% of all deaths in Turkey are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Turkey

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

Societal Harms
The economic cost of smoking Turkey is 56,140,607,488 Turkish liras. 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 Turkey, a smoker must spend 3.47% 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 27,582 tons of butts wind up as toxic trash in Turkey each year, equal to 7,881 female African elephants.

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

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 Turkey

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 Turkey.

Tobacco Production
There were approximately 160 billion cigarettes produced in Turkey 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 70000 tons of tobacco produced in Turkey in 2019 on 81035 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 Turkey

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 Turkey

Designated Smoke-Free Areas in Turkey

<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 Turkey

Quitting Resources
- 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 Turkey

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

% of Pack Covered
- 85%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Turkey

Ran a National Anti-Tobacco Campaign
- Yes

Part Of A Comprehensive Tobacco Control Program
- Yes

Pre-Tested With The Target Audience
- No

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 Turkey

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>Overall Score</th>
<th>Cigarette Price</th>
<th>Change in Affordability Over Time</th>
<th>Tax Share of Price</th>
<th>Tax Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Score</td>
<td>2.88</td>
<td>4</td>
<td>0</td>
<td>4.5</td>
<td>3</td>
</tr>
</tbody>
</table>

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

- **Cigarette Price**: 4
  - 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**: 4.5
  - Large tax shares of price are usually a good indicator that taxes are working.

- **Tax Structure**: 3
  - 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 Turkey](#).

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

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

<table>
<thead>
<tr>
<th>Ban</th>
<th>Compliance</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>

#### Indirect Bans

- 9 out of 10 indirect bans implemented

<table>
<thead>
<tr>
<th>Ban</th>
<th>Compliance</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>