

Belgium



How many people die from smoking in Belgium each year?

20,445

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

8,557,472,256

euros

Current Rates of Smoking and Tobacco Use in Belgium

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

15+ years old; 2019

| Men | Women |
|-------|-------|
| 24.9% | 21.4% |

Adult smoking prevalence in Belgium is 23%.

Number of Adult Smokers in Belgium

15+ years old; 2019

| Men | Women |
|-----------|---------|
| 1,102,142 | 947,191 |

Number of adult smokers in Belgium is 2,049,334.

Youth Smoking Prevalence in Belgium

10-14 years old; 2019

| Boys | Girls |
|------|-------|
| 4.7% | 4.4% |

Youth smoking prevalence in Belgium is 5%.

Adult Smokeless Tobacco Use in Belgium

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

| Both Men and Women |
|--------------------|
| 1% |

Adult smokeless tobacco use prevalence in Belgium is 1%.

Deaths Caused by Tobacco in Belgium

% deaths attributable to tobacco use in 2019

Men

24.2%

Women

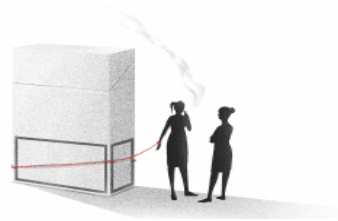
11.8%

18% of all deaths in Belgium are caused by tobacco use.

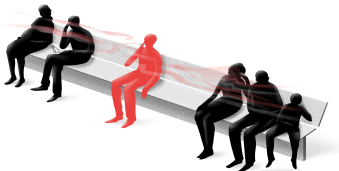
**Learn more about global Prevalence,
Youth Smoking and Deaths.**

Negative Effect of Tobacco Use in Belgium

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

**Societal Harms**

The economic cost of smoking Belgium is 8,557,472,256 euros. 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 Belgium, a smoker must spend 1.77% 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 1,914 tons of butts wind up as toxic trash in Belgium each year, equal to 547 female African elephants.

**Harms Health Equity**

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

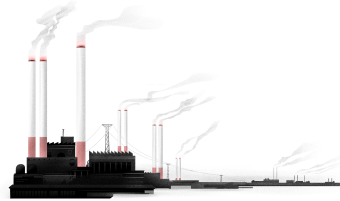
**Harms NCDs**

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 Belgium

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 Belgium.



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 Growing

Belgium 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.



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.

Learn more about global **Growing** and **Product Sales**.

Ending the Tobacco Epidemic in Belgium

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 Belgium

Designated Smoke-Free Areas in Belgium

| | | | | | | | | | |
|-----------------------|------------------------|--------------|-----------------------|----------------|-------------|---------------|------------------|--------------------------------|-----------------------|
| No | No | No | No | No | No | No | Yes | No | Yes |
| Healthcare Facilities | Educational Facilities | Universities | Government Facilities | Indoor Offices | Restaurants | Pubs and Bars | Public Transport | All Other Indoor Public Places | Funds for Enforcement |

**Availability of Cessation Services
in Belgium****Quitting Resources**

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

National Quit Line**Yes**

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

**Tobacco Packaging Regulations in
Belgium****Quality of Tobacco Packaging Regulation**

None

Text warning label only

Graphic warning label only

✓ Plain Packaging with graphic warning label

% of Pack Covered**65%**

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

**Tobacco Control Mass Media
Campaigns in Belgium****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 Belgium

Using evidence-based international recommendations/best practices, the Tobaccoconomics 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

3.25

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

2

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

Tax Share of Price

4

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 Belgium.

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

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 | 6 out of 7 direct bans implemented | Indirect Bans | 4 out of 10 indirect bans implemented |
|--|------------------------------------|--|---------------------------------------|
| National TV and radio | Yes | Free distribution in mail or through other means | Yes |
| International TV and radio | Yes | Promotional discounts | Yes |
| International magazines and newspapers | Yes | Non-tobacco products identified with tobacco brand names | No |
| International magazines and newspapers | No | Brand name of non-tobacco products used for tobacco product | No |
| Billboard and outdoor advertising | Yes | Appearance in TV and/or films: tobacco brands (product placement) | Yes |
| Advertising at point of sale | Yes | Appearance in TV and/or films: tobacco products | No |
| Advertising on internet | Yes | Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images | No |
| Ad Ban Compliance | | 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 |
| 90% | | | |