

Pakistan



How many people die from smoking in Pakistan each year?

163,672

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

375,839,784,960

Pakistan rupees

Current Rates of Smoking and Tobacco Use in Pakistan

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

15+ years old; 2019

Men	Women
24.7%	3.8%

Adult smoking prevalence in Pakistan is 14%.

Number of Adult Smokers in Pakistan

15+ years old; 2019

Men	Women
15,694,519	2,388,180

Number of adult smokers in Pakistan is 18,082,700.

Youth Smoking Prevalence in Pakistan

10-14 years old; 2019

Boys	Girls
4.3%	1.4%

Youth smoking prevalence in Pakistan is 3%.

Adult Smokeless Tobacco Use in Pakistan

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

Both Men and Women
8%

Adult smokeless tobacco use prevalence in Pakistan is 8%.

### Deaths Caused by Tobacco in Pakistan

% deaths attributable to tobacco use in 2019

Men

16%

Women

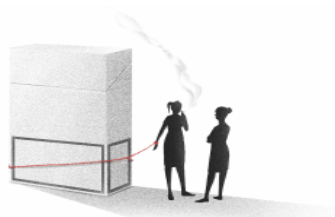
4.9%

11% of all deaths in Pakistan are caused by tobacco use.

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

### Negative Effect of Tobacco Use in Pakistan

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



#### Societal Harms

The economic cost of smoking Pakistan is 375,839,784,960 Pakistan 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 Pakistan, a smoker must spend 4.00% 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 13,305 tons of butts wind up as toxic trash in Pakistan each year, equal to 3,802 female African elephants.



#### Harms Health Equity

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



#### 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.**

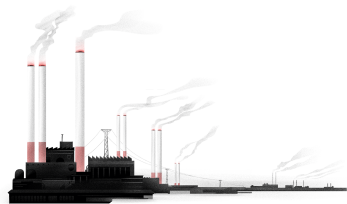
Impact of the Tobacco Supply Chain on Pakistan

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 Pakistan.



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 Production

There were approximately 69 billion cigarettes produced in Pakistan in 2016.



Tobacco Growing

There were 104355 tons of tobacco produced in Pakistan in 2019 on 44877 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 Pakistan

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 Pakistan

Designated Smoke-Free Areas in Pakistan

Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
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 Pakistan

#### 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 Pakistan

#### Quality of Tobacco Packaging Regulation

None

Text warning label only

✓ Graphic warning label only

Plain Packaging with graphic warning label

#### % of Pack Covered

60%

Learn more about best practices in [Counter Marketing](#).

### Tobacco Control Mass Media Campaigns in Pakistan

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	Not Available
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	Not Available

Learn more about best practices in [Mass Media](#).



Tobacco Tax Policies in Pakistan

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.

Overall Score	Cigarette Price	Change in Affordability Over Time	Tax Share of Price	Tax Structure
1.13	1	0	2.5	1
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.

Learn more about the Scorecard in Pakistan.

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

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	Yes	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	Yes
Advertising on internet	No	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	N/A
Ad Ban Compliance 85%		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	No