

Malaysia



How many people die from smoking in Malaysia each year?

24,106

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

18,395,071,483

Malaysian ringgits

Current Rates of Smoking and Tobacco Use in Malaysia

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

15+ years old; 2022

Men

40.8%

Women

0.5%

Adult smoking prevalence in Malaysia is 21%.

Number of Adult Smokers in Malaysia

15+ years old; 2022

Men

5,457,769

Women

64,071

Number of adult smokers in Malaysia is 5,500,145.

Youth Smoking Prevalence in Malaysia

10-14 years old; 2019

Boys

21.4%

Girls

4.2%

Youth smoking prevalence in Malaysia is 13%.

Adult Smokeless Tobacco Use in Malaysia

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

Both Men and Women

N/A

Adult smokeless tobacco use prevalence in Malaysia is N/A.

Deaths Caused by Tobacco in Malaysia

% deaths attributable to tobacco use in 2021

Men

15.0%

Women

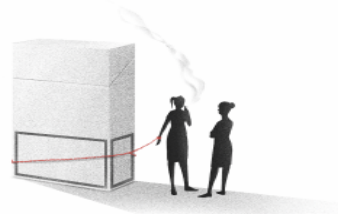
4.4%

10.7% of all deaths in Malaysia are caused by tobacco use.

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

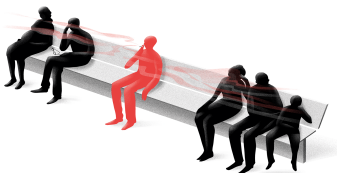
Negative Effect of Tobacco Use in Malaysia

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



Societal Harms

The economic cost of smoking Malaysia is 18,395,071,483 Malaysian ringgits. 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 Malaysia, a smoker must spend 3.4% 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 113 tons of butts wind up as toxic trash in Malaysia each year, equal to 42 female African elephants.



Harms Health Equity

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



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 Malaysia

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 Malaysia.



Tobacco Production

There were approximately 563,600,000 cigarettes produced in Malaysia in 2023.



Tobacco Growing

There were 73 tons of tobacco produced in Malaysia in 2022 on 63 hectares of quality agricultural land that could have been used to grow food.



Tobacco Industry

The total revenue of the 6 largest tobacco companies in the world was USD 362 billion in 2022, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.

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

Ending the Tobacco Epidemic in Malaysia

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 Malaysia

Designated Smoke-Free Areas in Malaysia

No	No	No	No	No	No	No	No	No	N/A	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 Malaysia

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 Malaysia

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

% of Pack Covered
55%

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

Tobacco Control Mass Media Campaigns in Malaysia

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	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 Malaysia

Using evidence-based international recommendations/best practices, the Tobacco Economics 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.



Learn more about the [Scorecard in Malaysia](#).

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

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

5 out of 7 direct bans implemented

National TV and radio	Yes
International TV and radio	No
International magazines and newspapers	Yes
International magazines and newspapers	No
Billboard and outdoor advertising	Yes
Advertising at point of sale	Yes
Advertising on internet	Yes

Indirect Bans

4 out of 10 indirect bans implemented

Free distribution in mail or through other means	Yes
Promotional discounts	Yes
Non-tobacco products identified with tobacco brand names	No
Brand name of non-tobacco products used for tobacco product	No
Appearance in TV and/or films: tobacco brands (product placement)	Yes
Appearance in TV and/or films: tobacco products	No
Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	No
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

Ad Ban Compliance

82%