

Rwanda



How many people die from smoking in Rwanda each year?

4,758

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

60,096,333,526

Rwanda francs

Current Rates of Smoking and Tobacco Use in Rwanda

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

15+ years old; 2022

Men

14.4%

Women

3.1%

Adult smoking prevalence in Rwanda is 8.5%.

Number of Adult Smokers in Rwanda

15+ years old; 2022

Men

559,463

Women

130,111

Number of adult smokers in Rwanda is 686,994.

Youth Smoking Prevalence in Rwanda

10-14 years old; 2019

Boys

6.6%

Girls

2.5%

Youth smoking prevalence in Rwanda is 5%.

Adult Smokeless Tobacco Use in Rwanda

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2021

Both Men and Women

1%

Adult smokeless tobacco use prevalence in Rwanda is 1%.

Deaths Caused by Tobacco in Rwanda

% deaths attributable to tobacco use in 2021

Men

6.1%

Women

4.1%

5.2% of all deaths in Rwanda are caused by tobacco use.

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

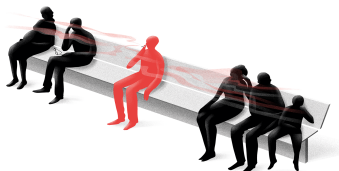
Negative Effect of Tobacco Use in Rwanda

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



Societal Harms

The economic cost of smoking Rwanda is 60,096,333,526 Rwanda francs. 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 Rwanda, a smoker must spend 10.5% 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 1,102,311 tons of butts wind up as toxic trash in the world each year, equal to 416,667 female African elephants.



Harms Health Equity

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



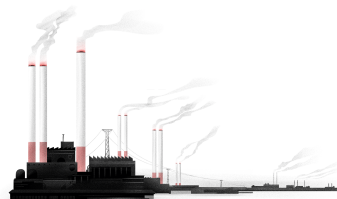
Harms NCDs

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 Rwanda

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 Rwanda.



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

There were 4,781 tons of tobacco produced in Rwanda in 2022 on 4,225 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 Rwanda

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 Rwanda

Designated Smoke-Free Areas in Rwanda

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 Rwanda

Quitting Resources
None

National Quit Line
No

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

Tobacco Packaging Regulations in Rwanda

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

% of Pack Covered
30%

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

Tobacco Control Mass Media Campaigns in Rwanda

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	No
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	No

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

Tobacco Tax Policies in Rwanda

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 Rwanda](#).

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

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

0 out of 7 direct bans implemented

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

Indirect Bans

2 out of 10 indirect bans implemented

Free distribution in mail or through other means	Yes
Promotional discounts	No
Non-tobacco products identified with tobacco brand names	Yes
Brand name of non-tobacco products used for tobacco product	No
Appearance in TV and/or films: tobacco brands (product placement)	No
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	No

Ad Ban Compliance

25%