

Japan



How many people die from smoking in Japan each year?

142,775

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

6,290,692,362,308

yens

Current Rates of Smoking and Tobacco Use in Japan

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

15+ years old; 2022

Men	Women
26.5%	7.7%

Adult smoking prevalence in Japan is 16.8%.

Number of Adult Smokers in Japan

15+ years old; 2022

Men	Women
13,883,895	4,339,333

Number of adult smokers in Japan is 18,269,500.

Youth Smoking Prevalence in Japan

10-14 years old; 2022

Boys	Girls
8.4%	4.8%

Youth smoking prevalence in Japan is 6.6%.

Adult Smokeless Tobacco Use in Japan

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; N/A

Both Men and Women
N/A

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

Deaths Caused by Tobacco in Japan

% deaths attributable to tobacco use in 2021

Men

16.2%

Women

3.3%

9.9% of all deaths in Japan are caused by tobacco use.

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

Negative Effect of Tobacco Use in Japan

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



Societal Harms

The economic cost of smoking Japan is 6,290,692,362,308 yens. 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 Japan, a smoker must spend 1.4% 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 18,427 tons of butts wind up as toxic trash in Japan each year, equal to 6,825 female African elephants.



Harms Health Equity

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



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 Japan

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 Japan.



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.



Tobacco Production

There were approximately 92,135,500,000 cigarettes produced in Japan in 2023.



Tobacco Growing

There were 8,782 tons of tobacco produced in Japan in 2022 on 3,602 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 Japan

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 Japan

Designated Smoke-Free Areas in Japan

Yes	Yes	Yes	Yes	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 Japan

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 Japan

Quality of Tobacco Packaging Regulation

None

✓Text warning label only

Text warning label with graphic warning label

Plain Packaging with text/graphic warning label

% of Pack Covered

50%

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

Tobacco Control Mass Media Campaigns in Japan

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 Japan

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
3.5	3.00	4.00	3.00	4.00
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 Japan](#).

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

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	Indirect Bans	0 out of 10 direct bans implemented
National TV and radio	No	Free distribution in mail or through other means	No
International TV and radio	No	Promotional discounts	No
International magazines and newspapers	No	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	No	Appearance in TV and/or films: tobacco brands (product placement)	No
Advertising at point of sale	No	Appearance in TV and/or films: tobacco products	No
Advertising on internet	No	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	No
Ad Ban Compliance N/A		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