Mauritius



How many people die from smoking in Mauritius each year?

1,301

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

6,269,239,898

Mauritius rupees

Current Rates of Smoking and Tobacco Use in Mauritius

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

15+ years old; 2022

en Women

38.1% 2.8%

Adult smoking prevalence in Mauritius is 20.1%.

Number of Adult Smokers in Mauritius

15+ years old; 2022

Men Women 203,462 15,975

Number of adult smokers in Mauritius is 222,018.

Youth Smoking Prevalence in Mauritius

10-14 years old; 2022

oys Girls

17.0% 7.0%

Youth smoking prevalence in Mauritius is 12.0%.

Adult Smokeless Tobacco Use in Mauritius

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

Both Men and Women

N/A

Adult smokeless to bacco use prevalence in Mauritius is N/A.

Deaths Caused by Tobacco in Mauritius

% deaths attributable to tobacco use in 2021

Men

Women

14.2%

4.5%

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

Learn more about global Prevalence, Youth Smoking and Deaths.

Negative Effect of Tobacco Use in Mauritius

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



Societal Harms

The economic cost of smoking Mauritius is 6,269,239,898 Mauritius 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 Mauritius, a smoker must spend 4.6% 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 Mauritius.



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 Mauritius

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 Mauritius.



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 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 Growing

 $\label{lem:main_main} \textit{Mauritius} \ \textit{is} \ \textit{not} \ \textit{a} \ \textit{major} \ \textit{producer} \ \textit{of} \ \textit{tobacco}, \ \textit{but} \ \textit{globally} \ \textit{there} \ \textit{were} \ \textit{4.1} \ \textit{million} \ \textit{hectares}$ of arable land dedicated to tobacco growing in 2022 which was nearly as much as the land dedicated to the world's large orange crop.

Learn more about global Growing and Product Sales.

Ending the Tobacco Epidemic in Mauritius

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 goverments enormous amounts of money in health care spending and increase economic productivity.

Current Tobacco Control Policies in Mauritius

Designated Smoke-Free Areas in Mauritius











Universities



Government Indoor **Facilities** Offices

Yes



Restaurants



Pubs and **Bars**



Public **Transport**



All Other Indoor **Public** Places



Funds for **Enforcement**

Availability of Cessation Services in Mauritius

Quitting Resources

National quit line, and both NRT and some cessation services cost-covered

National Quit Line



Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Mauritius

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

90%

Learn more about best practices in Counter Marketing.

Tobacco Control Mass Media Campaigns in Mauritius

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 Mauritius

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

Direct Bans

4.13

The overall score is an average of the four component scores.

Cigarette Price

5.00

Consumers respond to higher prices by decreasing consumption and some quit using tobacco.

Change in Affordability Over Time

3.00

In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline. **Tax Share of Price**

4.50

Large tax shares of price are usually a good indicator that taxes are working.

Tax Structure

4.00

8 out of 10 direct bans implemented

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 Mauritius.

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

7 out of 7 direct bans implemented

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.

Indirect Bans

Direct Dans	7 out of 7 uncer bans implemented	muneet bans outer to an extra	iis iiipieiiieiteu
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 newspape	Yes Yes	Non-tobacco products identified with tobacco brand names	Yes
International magazines and newspape	ers Yes	Brand name of non-tobacco products used for tobacco product	Yes
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
		Complete ban on sponsorship	Yes
Ad Ban Complianc	•	Any form of contribution (financial or other support) to any event, activity or individual	Yes
90	0%	Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals	Yes