

Bulgaria



How many people die from smoking in Bulgaria each year?

14,005

What is the annual cost-of-illness attributable to smoking in Bulgaria each year?

4,091,996,710

Bulgarian leva

Current Rates of Smoking and Tobacco Use in Bulgaria

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

15+ years old; 2025

Men

26.40%

Women

25.70%

Adult smoking prevalence in Bulgaria is 26.10%.

Number of Adult Smokers in Bulgaria

15+ years old; 2022

Men

1,052,000

Women

897,000

Number of adult smokers in Bulgaria is 1,949,000.

Youth Smoking Prevalence in Bulgaria

10-14 years old; 2023

Boys

9.45%

Girls

11.25%

Youth smoking prevalence in Bulgaria is 10.32%.

Adult Smokeless Tobacco Use in Bulgaria

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2020

Both Men and Women

1.60%

Adult smokeless tobacco use prevalence in Bulgaria is 1.60%.

Deaths Caused by Tobacco in Bulgaria

% deaths attributable to tobacco use in 2023

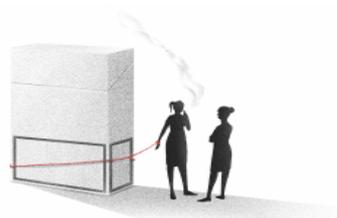


13.75% of all deaths in Bulgaria are caused by tobacco use.

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

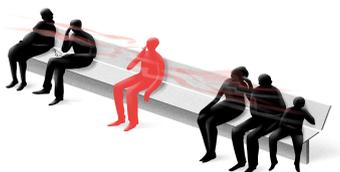
Negative Effect of Tobacco Use in Bulgaria

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



Societal Harms

The annual cost-of-illness attributable to smoking in Bulgaria is 4,091,996,710 Bulgarian lev. 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 Bulgaria, a smoker must spend 1.8% 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 2,299 tons of butts wind up as toxic trash in Bulgaria each year, equal to 851 female African elephants.



Harms Health Equity

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



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 Bulgaria

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 Bulgaria.



Tobacco Production

There were approximately 5,996,000,000 cigarettes produced in Bulgaria in 2024.



Tobacco Growing

There were 3,950 tons of tobacco produced in Bulgaria in 2023 on 2,390 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 364 billion in 2023, 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 Bulgaria

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 Bulgaria

Designated Smoke-Free Areas in Bulgaria

Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	NA	NA
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 Bulgaria

Quitting Resources
 National quit line, and NRT and/or some cessation services (at least one of which is cost-covered)

National Quit Line
Yes

Learn more about best practices in **Cessation**.

Tobacco Packaging Regulations in Bulgaria

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
65%

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

Tobacco Control Mass Media Campaigns in Bulgaria

Ran a National Anti-Tobacco Campaign	Not applicable
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 Bulgaria

Using evidence-based international recommendations/best practices, the Economics for Health 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 Bulgaria](#).

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

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

Indirect Bans

1 out of 10 indirect bans implemented

Free distribution in mail or through other means	No
Promotional discounts	No
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	No

Ad Ban Compliance

NA