

Estonia



How many people die from smoking in Estonia each year?  
**1,346**

What is the annual cost-of-illness attributable to smoking in Estonia each year?  
**582,757,494**  
euros

Current Rates of Smoking and Tobacco Use in Estonia

Tobacco use continues to be an epidemic in Estonia. Government complacency in the face of the tobacco epidemic protects the tobacco industry in Estonia 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 Estonia  
15+ years old; 2025

Men	Women
<b>22.20%</b>	<b>16.70%</b>

Adult smoking prevalence in Estonia is 19.50%.

Number of Adult Smokers in Estonia  
15+ years old; 2022

Men	Women
<b>152,000</b>	<b>104,000</b>

Number of adult smokers in Estonia is 256,000.

Youth Smoking Prevalence in Estonia  
10-14 years old; 2023

Boys	Girls
<b>6.67%</b>	<b>5.79%</b>

Youth smoking prevalence in Estonia is 6.24%.

Adult Smokeless Tobacco Use in Estonia  
15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2022

Both Men and Women
<b>2.40%</b>

Adult smokeless tobacco use prevalence in Estonia is 2.40%.

### Deaths Caused by Tobacco in Estonia

% deaths attributable to tobacco use in 2023

Men

13.62%

Women

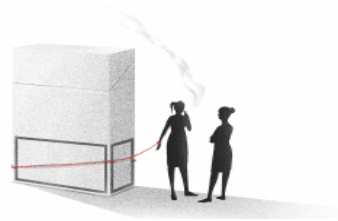
3.27%

8.26% of all deaths in Estonia are caused by tobacco use.

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

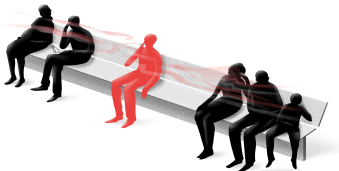
### Negative Effect of Tobacco Use in Estonia

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



#### Societal Harms

The annual cost-of-illness attributable to smoking in Estonia is 582,757,494 euros. 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 Estonia, a smoker must spend 1.76% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.



#### Harms Health Equity

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



#### Environmental Harms

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 223 tons of butts wind up as toxic trash in Estonia each year, equal to 83 female African elephants.



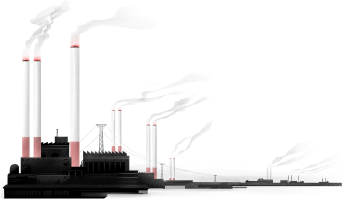
#### Harms NCDs

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 Estonia

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 Estonia.



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 364 billion in 2023, about the same as Pakistan's Gross National Income (GNI), 5x Panama's GNI and 9x Paraguay's GNI.

Tobacco Growing

There were NA tons of tobacco produced in Estonia in 2023 on 0 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 Estonia

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 Estonia

Designated Smoke-Free Areas in Estonia

No	Yes	No	No	No	No	No	No	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 Estonia****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  
Estonia****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**.

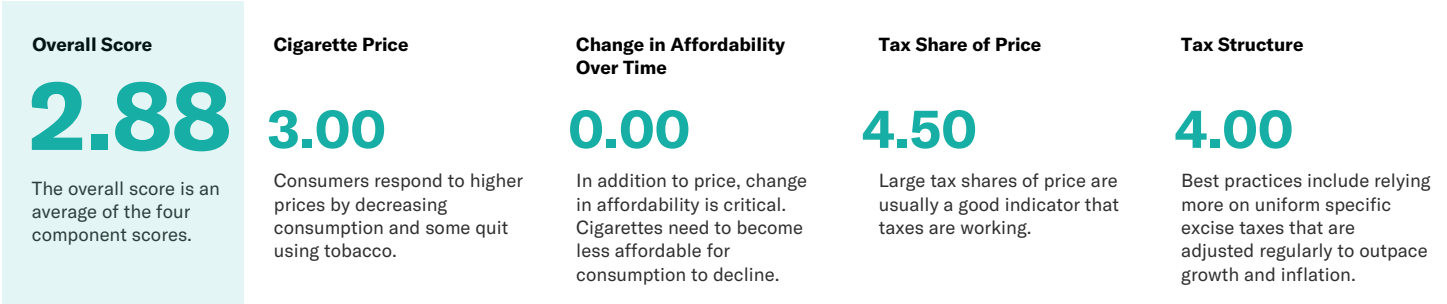
**Tobacco Control Mass Media  
Campaigns in Estonia****Ran a National Anti-Tobacco Campaign****Yes****Part Of A Comprehensive Tobacco Control Program****Yes****Pre-Tested With The Target Audience****No****Target Audience Research Was Conducted****Yes****Aired On Television And/Or Radio****Yes****Utilized 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 Estonia

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 Estonia](#).

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

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.