

## 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**  
**22.20%**

**Women**  
**16.70%**

Adult smoking prevalence in Estonia is 19.50%.

#### Number of Adult Smokers in Estonia

15+ years old; 2022

**Men**  
**152,000**

**Women**  
**104,000**

Number of adult smokers in Estonia is 256,000.

#### Youth Smoking Prevalence in Estonia

10-14 years old; 2023

**Boys**  
**6.67%**

**Girls**  
**5.79%**

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**  
**2.40%**

Adult smokeless tobacco use prevalence in Estonia is 2.40%.

**Deaths Caused by Tobacco in Estonia**

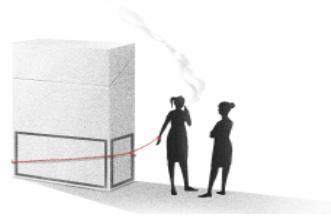
% deaths attributable to tobacco use in 2023



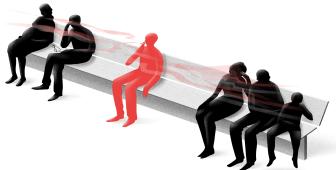
8.26% of all deaths in Estonia are caused by tobacco use.

**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.

**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 Health Equity**

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

**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.**

Overall Score	Cigarette Price	Change in Affordability Over Time	Tax Share of Price	Tax Structure
<b>2.88</b>	<b>3.00</b>	<b>0.00</b>	<b>4.50</b>	<b>4.00</b>
<p>The overall score is an average of the four component scores.</p>				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 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.**

#### Direct Bans

6 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

No

Billboard and outdoor advertising

Yes

Advertising at point of sale

Yes

Advertising on internet

Yes

#### Ad Ban Compliance

100%

#### Indirect Bans

2 out of 10 indirect bans implemented

Free distribution in mail or through other means

Yes

Promotional discounts

Yes

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)

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