

Fiji



How many people die from smoking in Fiji each year?

1,081

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

161,069,700

Fijian dollars

Current Rates of Smoking and Tobacco Use in Fiji

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

15+ years old; 2025

Men	Women
28.20%	8.90%

Adult smoking prevalence in Fiji is 18.60%.

Number of Adult Smokers in Fiji

15+ years old; 2022

Men	Women
136,000	43,000

Number of adult smokers in Fiji is 178,000.

Youth Smoking Prevalence in Fiji

10-14 years old; 2023

Boys	Girls
14.54%	7.04%

Youth smoking prevalence in Fiji is 10.86%.

Adult Smokeless Tobacco Use in Fiji

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

Both Men and Women
NA

Adult smokeless tobacco use prevalence in Fiji is NA.

Deaths Caused by Tobacco in Fiji

% deaths attributable to tobacco use in 2023

Men

17.19%

Women

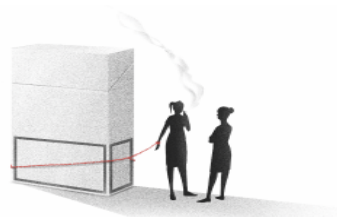
7.98%

12.88% of all deaths in Fiji are caused by tobacco use.

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

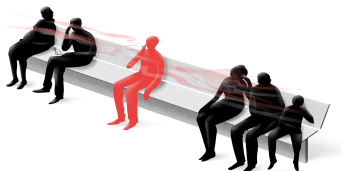
Negative Effect of Tobacco Use in Fiji

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



Societal Harms

The annual cost-of-illness attributable to smoking in Fiji is 161,069,700 Fijian dollars. 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 Fiji, a smoker must spend 13.76% 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 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 Fiji.



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 Fiji

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 Fiji.



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 229 tons of tobacco produced in Fiji in 2023 on 336 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 Fiji

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 Fiji

Designated Smoke-Free Areas in Fiji

Yes	No	No	No	No	Yes	No	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 Fiji

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 Fiji

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

60%

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

Tobacco Control Mass Media Campaigns in Fiji

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 Fiji

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 Fiji.

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

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	3 out of 7 direct bans implemented	Indirect Bans	5 out of 10 indirect bans implemented
National TV and radio	Yes	Free distribution in mail or through other means	Yes
International TV and radio	No	Promotional discounts	Yes
International magazines and newspapers	Yes	Non-tobacco products identified with tobacco brand names	Yes
International magazines and newspapers	No	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	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 52%		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