

Ireland



How many people die from smoking in Ireland each year?

3,923

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

4,896,842,290
euros

Current Rates of Smoking and Tobacco Use in Ireland

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

15+ years old; 2025

Men	Women	Men	Women
15.90%	11.90%	404,000	327,000

Adult smoking prevalence in Ireland is 13.90%.

Number of Adult Smokers in Ireland

15+ years old; 2022

Number of adult smokers in Ireland is 730,000.

Youth Smoking Prevalence in Ireland

10-14 years old; 2023

Boys	Girls	Both Men and Women
2.4%	1.91%	NA

Youth smoking prevalence in Ireland is 2.16%.

Adult Smokeless Tobacco Use in Ireland

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2024

Adult smokeless tobacco use prevalence in Ireland is NA.

Deaths Caused by Tobacco in Ireland

% deaths attributable to tobacco use in 2023

Men

12.61%

Women

9.32%

Learn more about global Prevalence,

Youth Smoking and Deaths.

11.02% of all deaths in Ireland are caused by tobacco use.

Negative Effect of Tobacco Use in Ireland

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



Societal Harms

The annual cost-of-illness attributable to smoking in Ireland is 4,896,842,290 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 Ireland, 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 350 tons of butts wind up as toxic trash in Ireland each year, equal to 130 female African elephants.



Harms Health Equity

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



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 Ireland

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 Ireland.



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 Growing

Ireland is not a major producer of tobacco, but globally there were 3.2 million hectares of arable land dedicated to tobacco growing in 2023 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 Ireland

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 Ireland

Designated Smoke-Free Areas in Ireland

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 Ireland

Quitting Resources

National quit line, and both NRT (Nicotine replacement therapy) and some cessation services cost-covered

National Quit Line

Yes

Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Ireland

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 Ireland

Ran a National Anti-Tobacco Campaign

Yes

Part Of A Comprehensive Tobacco Control Program

Yes

Pre-Tested With The Target Audience

Yes

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 Ireland

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
3.25	5.00	0.00	4.00	4.00
The overall score is an average of the four component scores.	Consumers respond to higher prices by decreasing consumption and some quit using tobacco.	In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.	Large tax shares of price are usually a good indicator that taxes are working.	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 Ireland](#).

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

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

NA

Indirect Bans

3 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

Yes