

## Kenya



How many people die from smoking in Kenya each year?

**8,402**

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

**45,449,200,147**

Kenyan shillings

### Current Rates of Smoking and Tobacco Use in Kenya

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

15+ years old; 2025

**Men**  
**10.80%**

**Women**  
**0.40%**

Adult smoking prevalence in Kenya is 5.60%.

#### Number of Adult Smokers in Kenya

15+ years old; 2022

**Men**  
**2,404,000**

**Women**  
**108,000**

Number of adult smokers in Kenya is 2,513,000.

#### Youth Smoking Prevalence in Kenya

10-14 years old; 2023

**Boys**  
**3.66%**

**Girls**  
**3.35%**

Youth smoking prevalence in Kenya is 3.51%.

#### Adult Smokeless Tobacco Use in Kenya

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2022

**Both Men and Women**  
**NA**

Adult smokeless tobacco use prevalence in Kenya is NA.

**Deaths Caused by Tobacco in Kenya**

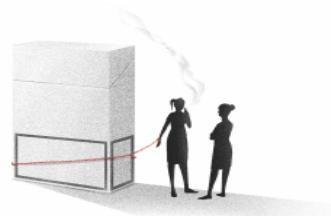
% deaths attributable to tobacco use in 2023

**Men****4.34%****Women****1.54%****Learn more about global Prevalence,****Youth Smoking and Deaths.**

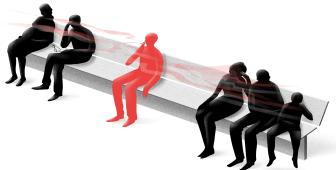
3.01% of all deaths in Kenya are caused by tobacco use.

**Negative Effect of Tobacco Use in Kenya**

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

**Societal Harms**

The annual cost-of-illness attributable to smoking in Kenya is 45,449,200,147 Kenyan shillings. 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 Kenya, a smoker must spend 12.62% 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 1,265 tons of butts wind up as toxic trash in Kenya each year, equal to 469 female African elephants.

**Harms Health Equity**

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

**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 Kenya

**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 Kenya.**



#### 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

There were 10,599 tons of tobacco produced in Kenya in 2023 on 15,086 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 Kenya

**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 Kenya

#### Designated Smoke-Free Areas in Kenya

|                       |                        |              |                       |                |             |               |                  |                                |                       |
|-----------------------|------------------------|--------------|-----------------------|----------------|-------------|---------------|------------------|--------------------------------|-----------------------|
| No                    | No                     | 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 Kenya

#### 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 Kenya

#### 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

**40%**

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

### Tobacco Control Mass Media Campaigns in Kenya

#### 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 Kenya

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>1</b>  | <b>3.00</b>   | <b>0.00</b>  | <b>0.00</b>  | <b>1.00</b>   |
| 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 Kenya.](#)

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

**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

7 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

Yes

Advertising at point of sale

Yes

Advertising on internet

Yes

#### Ad Ban Compliance

85%

#### Indirect Bans

9 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

Yes

Brand name of non-tobacco products used for tobacco product

Yes

Appearance in TV and/or films: tobacco brands (product placement)

Yes

Appearance in TV and/or films: tobacco products

Yes

Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images

NA

Complete ban on sponsorship

Yes

Any form of contribution (financial or other support) to any event, activity or individual

Yes

Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

Yes