

Kiribati



How many people die from smoking in Kiribati each year?

118

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

NA

NA

Current Rates of Smoking and Tobacco Use in Kiribati

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

15+ years old; 2025

Men

35.60%

Women

16.00%

Adult smoking prevalence in Kiribati is 25.80%.

Number of Adult Smokers in Kiribati

15+ years old; 2022

Men

20,000

Women

11,000

Number of adult smokers in Kiribati is 31,000.

Youth Smoking Prevalence in Kiribati

10-14 years old; 2023

Boys

34.91%

Girls

20.83%

Youth smoking prevalence in Kiribati is 28.08%.

Adult Smokeless Tobacco Use in Kiribati

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2015-16

Both Men and Women

4.20%

Adult smokeless tobacco use prevalence in Kiribati is 4.20%.

Deaths Caused by Tobacco in Kiribati

% deaths attributable to tobacco use in 2023

Men

19.79%

Women

13.92%

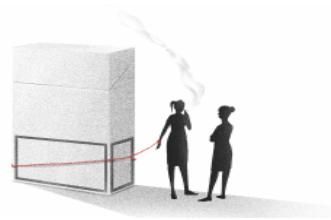
Learn more about global Prevalence,

Youth Smoking and Deaths.

17.12% of all deaths in Kiribati are caused by tobacco use.

Negative Effect of Tobacco Use in Kiribati

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



Societal Harms

The annual cost-of-illness attributable to smoking in Kiribati is NA NA. 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 Kiribati, a smoker must spend 27.08% 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 Kiribati.



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 Kiribati

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 Kiribati.



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

Kiribati 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 Kiribati

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 Kiribati

Designated Smoke-Free Areas in Kiribati

Yes	No	No	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 Kiribati**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 Kiribati****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**70%****Learn more about best practices in Counter Marketing.****Tobacco Control Mass Media Campaigns in Kiribati****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 Kiribati

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
1.75	3.00	0.00	0.00	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 Kiribati](#).

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

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	5 out of 7 direct bans implemented	Indirect Bans	8 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	Yes	Appearance in TV and/or films: tobacco products	No
Advertising on internet	Yes	Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images	No
Ad Ban Compliance 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