

## Mexico



How many people die from smoking in Mexico each year?

**50,563**

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

**168,953,110,212**

Mexican pesos

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

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

15+ years old; 2025

**Men**  
**18.20%**

**Women**  
**5.00%**

Adult smoking prevalence in Mexico is 11.60%.

#### Number of Adult Smokers in Mexico

15+ years old; 2022

**Men**  
**10,637,000**

**Women**  
**3,404,000**

Number of adult smokers in Mexico is 14,040,000.

#### Youth Smoking Prevalence in Mexico

10-14 years old; 2023

**Boys**  
**3.3%**

**Girls**  
**1.51%**

Youth smoking prevalence in Mexico is 2.41%.

#### Adult Smokeless Tobacco Use in Mexico

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2023

**Both Men and Women**  
**0.30%**

Adult smokeless tobacco use prevalence in Mexico is 0.30%.

## Deaths Caused by Tobacco in Mexico

% deaths attributable to tobacco use in 2023

Men

**8.13%**

Women

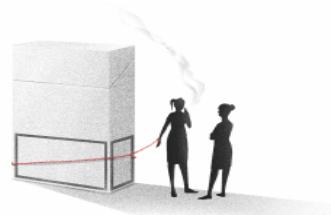
**4.12%**

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

6.35% of all deaths in Mexico are caused by tobacco use.

## Negative Effect of Tobacco Use in Mexico

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



### Societal Harms

The annual cost-of-illness attributable to smoking in Mexico is 168,953,110,212 Mexican pesos. 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 Mexico, a smoker must spend 3.09% 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 5,361 tons of butts wind up as toxic trash in Mexico each year, equal to 1,985 female African elephants.



### Harms Health Equity

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



### 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 Mexico

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 Mexico.



#### Tobacco Production

There were approximately 45,344,000,000 cigarettes produced in Mexico in 2024.



#### 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 18,233 tons of tobacco produced in Mexico in 2023 on 7,224 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 Mexico

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 Mexico

#### Designated Smoke-Free Areas in Mexico

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 Mexico

### 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.**

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## Tobacco Packaging Regulations in Mexico

### 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.**

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## Tobacco Control Mass Media Campaigns in Mexico

### 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

**No**

### 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

**No**

**Learn more about best practices in Mass Media.**

## Tobacco Tax Policies in Mexico

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>2.38</b>	<b>3.00</b>	<b>0.00</b>	<b>3.50</b>	<b>3.00</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 Mexico.](#)

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

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

55%

#### Indirect Bans

8 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

No

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

No

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