

New Zealand



How many people die from smoking in New Zealand each year?

3,663

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

3,619,800,410

New Zealand dollars

Current Rates of Smoking and Tobacco Use in New Zealand

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

15+ years old; 2025

Men

9.80%

Women

8.00%

Adult smoking prevalence in New Zealand is 8.90%.

Number of Adult Smokers in New Zealand

15+ years old; 2022

Men

261,000

Women

219,000

Number of adult smokers in New Zealand is 479,000.

Youth Smoking Prevalence in New Zealand

10-14 years old; 2023

Boys

14.07%

Girls

11.98%

Youth smoking prevalence in New Zealand is 13.05%.

Adult Smokeless Tobacco Use in New Zealand

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2023-24

Both Men and Women

NA

Adult smokeless tobacco use prevalence in New Zealand is NA.

Deaths Caused by Tobacco in New Zealand

% deaths attributable to tobacco use in 2023

Men

10.69%

Women

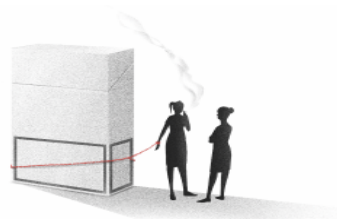
8.11%

9.44% of all deaths in New Zealand are caused by tobacco use.

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

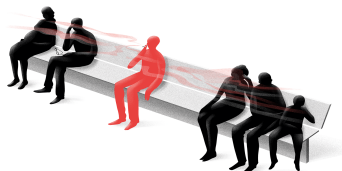
Negative Effect of Tobacco Use in New Zealand

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



Societal Harms

The annual cost-of-illness attributable to smoking in New Zealand is 3,619,800,410 New Zealand 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 New Zealand, a smoker must spend 4.97% of GDP per capita to buy 100 packs of the most popular cigarettes in a year.



Harms Health Equity

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



Environmental Harms

Cigarette butts are the most commonly discarded pieces of waste worldwide. It is estimated that 171 tons of butts wind up as toxic trash in New Zealand each year, equal to 63 female African elephants.



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 New Zealand

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 New Zealand.



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 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

New Zealand 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 New Zealand

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 New Zealand

Designated Smoke-Free Areas in New Zealand

| | | | | | | | | | |
|-----------------------|------------------------|--------------|-----------------------|----------------|-------------|---------------|------------------|--------------------------------|-----------------------|
| 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 New Zealand****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
New Zealand****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**87.5%**

Learn more about best practices in **Counter Marketing**.

**Tobacco Control Mass Media
Campaigns in New Zealand**

| | |
|---|-----|
| 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 | No |
| 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 New Zealand

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

3.62

The overall score is an average of the four component scores.

Cigarette Price

5.00

Consumers respond to higher prices by decreasing consumption and some quit using tobacco.

Change in Affordability Over Time

0.00

In addition to price, change in affordability is critical. Cigarettes need to become less affordable for consumption to decline.

Tax Share of Price

4.50

Large tax shares of price are usually a good indicator that taxes are working.

Tax Structure

5.00

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 New Zealand.

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

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.

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