

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	Women	Men	Women
9.80%	8.00%	261,000	219,000

Adult smoking prevalence in New Zealand is 8.90%.

Number of Adult Smokers in New Zealand

15+ years old; 2022

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

Youth Smoking Prevalence in New Zealand

10-14 years old; 2023

Boys	Girls	Both Men and Women
14.07%	11.98%	NA

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

Adult smokeless tobacco use prevalence in New Zealand is NA.

Deaths Caused by Tobacco in New Zealand

% deaths attributable to tobacco use in 2023

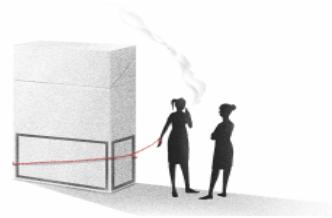


9.44% of all deaths in New Zealand are caused by tobacco use.

**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.

**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 Health Equity**

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

**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 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.



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 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	Cigarette Price	Change in Affordability Over Time	Tax Share of Price	Tax Structure
3.62	5.00	0.00	4.50	5.00
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 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.

Direct Bans	5 out of 7 direct bans implemented	Indirect Bans	4 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	No
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 92%		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	No