# Tonga



**How many people die from smoking in Tonga each year?**

**116**

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

**16,647,483**

pa?anga

## Current Rates of Smoking and Tobacco Use in Tonga

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

15+ years old; 2025

| Men | Women |
|---|---|
| 32.90% | 11.10% |

Adult smoking prevalence in Tonga is 22.00%.

### Number of Adult Smokers in Tonga

15+ years old; 2022

| Men | Women |
|---|---|
| 16,000 | 6,000 |

Number of adult smokers in Tonga is 21,000.

### Youth Smoking Prevalence in Tonga

10-14 years old; 2023

| Boys | Girls |
|---|---|
| 23.46% | 15.54% |

Youth smoking prevalence in Tonga is 19.66%.

### Adult Smokeless Tobacco Use in Tonga

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

| Both Men and Women |
|---|
| NA |

Adult smokeless tobacco use prevalence in Tonga is NA.

## Deaths Caused by Tobacco in Tonga

% deaths attributable to tobacco use in 2023

**Men**

**21.87%**

**Women**

**9.69%**

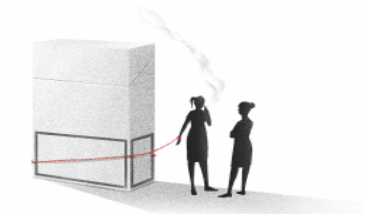
15.68% of all deaths in Tonga are caused by tobacco use.

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

---

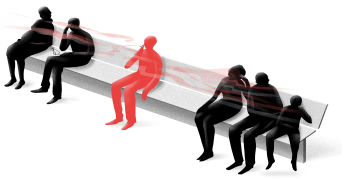
## Negative Effect of Tobacco Use in Tonga

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



### Societal Harms

The annual cost-of-illness attributable to smoking in Tonga is 16,647,483 pa?anga. 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 Tonga, a smoker must spend 18.38% 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 Tonga.



### 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 Tonga

**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 Tonga.**



### 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 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

Tonga 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 Tonga

**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 Tonga

**Designated Smoke-Free Areas in Tonga**

| Healthcare Facilities | Educational Facilities | Universities | Government Facilities | Indoor Offices | Restaurants | Pubs and Bars | Public Transport | All Other Indoor Public Places | Funds for Enforcement |
|---|---|---|---|---|---|---|---|---|---|
| Yes | Yes | No | Yes | Yes | Yes | Yes | Yes | NA | NA |

## Availability of Cessation Services in Tonga

**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 Tonga

**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**

**50%**

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

---

## Tobacco Control Mass Media Campaigns in Tonga

| | |
|---|---|
| **Ran a National Anti-Tobacco Campaign** | **Yes** |
| **Part Of A Comprehensive Tobacco Control Program** | **No** |
| **Pre-Tested With The Target Audience** | **No** |
| **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** | **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 Tonga

**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**

**Insufficient data**

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

**Cigarette Price**

**Insufficient data**

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**

**4.00**

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

**Tax Structure**

**1.00**

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 Tonga.**

---

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

**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

**4 out of 7 direct bans implemented**

| | |
|---|---|
| National TV and radio | Yes |
| International TV and radio | No |
| International magazines and newspapers | Yes |
| International magazines and newspapers | No |
| Billboard and outdoor advertising | Yes |
| Advertising at point of sale | Yes |
| Advertising on internet | No |

#### Indirect Bans

**5 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) | No |
| 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 | 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 | Yes |

#### Ad Ban Compliance

85%

Citation: Drope J, Hamill S, editors. 2025. Country profile: Tonga. . In The Tobacco Atlas. New York: Vital Strategies and Economics for Health.