

Viet Nam



How many people die from smoking in Viet Nam each year?

106,545

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

161,245,083,230,161

dongs

Current Rates of Smoking and Tobacco Use in Viet Nam

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

15+ years old; 2025

Men	Women
30.80%	0.60%

Adult smoking prevalence in Viet Nam is 15.70%.

Number of Adult Smokers in Viet Nam

15+ years old; 2022

Men	Women
15,984,000	428,000

Number of adult smokers in Viet Nam is 16,412,000.

Youth Smoking Prevalence in Viet Nam

10-14 years old; 2023

Boys	Girls
3.07%	3.2%

Youth smoking prevalence in Viet Nam is 3.13%.

Adult Smokeless Tobacco Use in Viet Nam

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2020

Both Men and Women
1.10%

Adult smokeless tobacco use prevalence in Viet Nam is 1.10%.

### Deaths Caused by Tobacco in Viet Nam

% deaths attributable to tobacco use in 2023

Men

23.43%

Women

6.24%

15.75% of all deaths in Viet Nam are caused by tobacco use.

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

## Negative Effect of Tobacco Use in Viet Nam

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



### Societal Harms

The annual cost-of-illness attributable to smoking in Viet Nam is 161,245,083,230,161 dong. 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 Viet Nam, a smoker must spend 1.89% 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 18,782 tons of butts wind up as toxic trash in Viet Nam each year, equal to 6,956 female African elephants.



### Harms Health Equity

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



### 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 Viet Nam

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 Viet Nam.



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 approximately 160,302,000,000 cigarettes produced in Viet Nam in 2024.



Tobacco Growing

There were 38,695 tons of tobacco produced in Viet Nam in 2023 on 14,829 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 Viet Nam

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 Viet Nam

Designated Smoke-Free Areas in Viet Nam

Yes	Yes	Yes	Yes	Yes	Yes	No	No	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 Viet Nam****Quitting Resources**

National quit line, and NRT and/or some  
cessation services (at least one of which is cost-  
covered)

**National Quit Line****Yes**

Learn more about best practices in **Cessation**.

**Tobacco Packaging Regulations in  
Viet Nam****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 Viet Nam**

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

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

0.88

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

Cigarette Price

1.00

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

0.50

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

Tax Structure

2.00

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 Viet Nam](#).

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

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		Indirect Bans		7 out of 10 indirect bans implemented	
National TV and radio		Yes		Free distribution in mail or through other means		Yes	
International TV and radio		Yes		Promotional discounts		Yes	
International magazines and newspapers		Yes		Non-tobacco products identified with tobacco brand names		Yes	
International magazines and newspapers		Yes		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		Yes	
Advertising on internet		Yes		Prescribed anti-tobacco ads required for any visual entertainment media product that depicts tobacco products, use or images		Yes	
				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	

Ad Ban Compliance

75%