Yemen



How many people die from smoking in Yemen each year?

15,130

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

NA

Yemeni rials

Current Rates of Smoking and Tobacco Use in Yemen

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

15+ years old; 2025

Men	Women
10.40%	3.10%

Adult smoking prevalence in Yemen is 6.70%.

Number of Adult Smokers in Yemen

15+ years old; 2022

Men	Women
2,544,000	608,000

Number of adult smokers in Yemen is 3,153,000.

Youth Smoking Prevalence in Yemen

10-14 years old; 2023

Boys	Girls
3.57%	2.68%

Youth smoking prevalence in Yemen is 3.14%.

Adult Smokeless Tobacco Use in Yemen

15+ years old; smokeless tobacco includes snus, chewing tobacco, gutkha, etc.; 2013

Both Men and Women

11.30%

Adult smokeless tobacco use prevalence in Yemen is 11.30%.

Deaths Caused by Tobacco in Yemen

% deaths attributable to tobacco use in 2023

Men

13.29%

Women

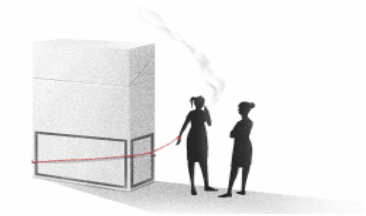
5.96%

10.2% of all deaths in Yemen are caused by tobacco use.

Learn more about global Prevalence, Youth Smoking and Deaths.

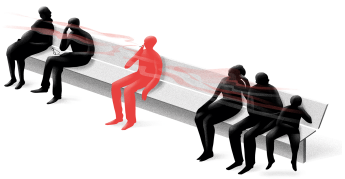
Negative Effect of Tobacco Use in Yemen

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



Societal Harms

The annual cost-of-illness attributable to smoking in Yemen is NA Yemeni rials. 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 Yemen, a smoker must spend 19.87% 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 Yemen.



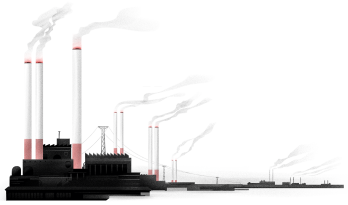
Harms NCDs

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 Yemen

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 Yemen.



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

There were 33,782 tons of tobacco produced in Yemen in 2023 on 11,483 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 Yemen

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 Yemen

Designated Smoke-Free Areas in Yemen

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

Availability of Cessation Services in Yemen

Quitting Resources

NRT (Nicotine replacement therapy) and/or some cessation services (neither cost-covered)

National Quit Line

No

Learn more about best practices in Cessation.

Tobacco Packaging Regulations in Yemen

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 Yemen

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	No
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	Not reported
Outcome Evaluation Was Used To Assess Effectiveness	No

Learn more about best practices in Mass Media.

Tobacco Tax Policies in Yemen

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
Insufficient data	Insufficient data	4.00	2.50	2.00
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 Yemen.

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

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

Indirect Bans

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

42%

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