

Larger, picture health warnings and plain packaging: The growing worldwide trend

This report – *Cigarette Package Health Warnings: International Status Report* – provides an international overview ranking 206 countries/jurisdictions based on warning size, and lists those that have finalized requirements for picture warnings. Regional breakdowns are also provided. This report is in its sixth edition, with the fifth edition dated October 2016.

There has been tremendous progress internationally in implementing package health warnings, with many countries increasing warning size, more countries requiring picture warnings, and an increasing number of countries requiring multiple rounds of picture warnings. The worldwide trend for larger, picture health warnings is growing and unstoppable, with many more countries in the process of developing such requirements. There is also enormous international momentum for implementation of plain packaging.

Report highlights include:

- 118 countries/jurisdictions worldwide have now required picture warnings, representing a global public health achievement. By the end of 2016, 100 countries/jurisdictions had implemented picture warnings. Canada was the first country to implement picture warnings in 2001.

- Altogether 58% of the world’s population is covered by the 118 countries/jurisdictions that have finalized picture warning requirements.

- Timor-Leste (East Timor) now has the largest warning requirements in the world at 92.5% on average of the package front and back. Nepal and Vanuatu are tied for second at 90%, New Zealand is fourth at 87.5%, and Hong Kong, India and Thailand are tied for fifth at 85%. In the 2016 report, Nepal and Vanuatu were top ranked at 90%.

- In total 107 countries/jurisdictions have required warnings to cover at least 50% of the package front and back (on average), up from 94 in 2016 and 24 in 2008. There are now 55 countries/jurisdictions with a size of at least 65% (on average) of the package front and back.

- Progress since the 2016 report includes Timor-Leste implementing picture warnings on 85% front and 100% back (92.5% average); New Zealand increasing picture warning size from 30% front and 90% back to 75% front and 100% back (87.5% average); Hong Kong increasing picture warning size from 50% to 85%; Tajikistan adopting 75% picture warnings; Senegal and Cameroon adopting 70% picture warnings; and Panama implementing its 9th round of picture warnings (Panama’s size is 50%). Countries/jurisdictions finalizing picture warning requirements for the first time since the 2016 report include Barbados, Cameroon, Guyana, Georgia, Moldova, Saint Lucia, Senegal, Tajikistan, Timor-Leste, and Turks and Caicos Islands.

- Plain packaging has been adopted in 9 countries and is under consideration in at least 16 other jurisdictions. Plain packaging has been implemented in Australia (2012), France (2016), the United Kingdom (2016), Norway (2017), Ireland (2017), New Zealand (2018) and Hungary (2018), will be implemented in Uruguay (2019) and Slovenia (2020), and is in process or under consideration in Canada, Belgium, Thailand, Georgia, Singapore, Nepal, Sri Lanka, South Africa, Romania, Jersey, Guernsey, Taiwan, Chile, Finland, Turkey and Saudi Arabia.

- Here are the top counties/territories in terms of health warning size as an average of the front and back:

			Front	Back
1st	92.5%	Timor-Leste	85%	100%
2nd	90%	Nepal	90%	90%
2nd	90%	Vanuatu	90%	90%
4th	87.5%	New Zealand	75%	100%
5th	85%	Hong Kong (S.A.R., China)	85%	85%
5th	85%	India	85%	85%
5th	85%	Thailand	85%	85%
8th	82.5%	Australia	75%	90%
9th	80%	Sri Lanka	80%	80%
9th	80%	Uruguay	80%	80%

Well-designed package warnings are a highly cost-effective means to increase awareness of the health effects and to reduce tobacco use, as recognized by Guidelines to implement Article 11 (packaging and labelling) adopted under the WHO Framework Convention on Tobacco Control (FCTC). A picture says a thousand words. Pictures can convey a message with far more impact than can a text-only message. For size, the effectiveness of warnings increases with size. A larger size allows for bigger and better pictures, a larger font size, and/or additional information, including cessation information.

Plain packaging would curb the industry’s use of the package as a promotional vehicle, would reduce the appeal of tobacco products, would increase the effectiveness of package warnings, would curb package deception, and would decrease tobacco use. Plain packaging is recommended for consideration by international guidelines under the FCTC.

Countries Requiring Picture Warnings

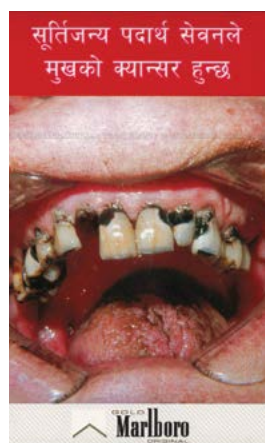
At least 118 countries/jurisdictions have finalized requirements for picture warnings. The listing below includes the year of implementation, including different years where there have been two or more rounds of picture warnings.

1. **Canada** (2001; 2012)
2. **Brazil** (2002; 2004; 2009; 2018)
3. **Singapore** (2004; 2006; 2013)
4. **Thailand** (2005; 2007; 2010; 2014)
5. **Venezuela** (2005; 2009; 2014)
6. **Jordan** (2006; 2013)
7. **Australia** (2006; 2012; rotation of 2 sets every 12 months for both 2006 and 2012 rounds)
8. **Uruguay** (2006; 2008; 2009; 2010; 2012; 2013; 2014; 2015)
9. **Panama** (2006; 2009; 2010; 2012; 2014; 2015; 2016; 2017; 2019)
10. **Belgium** (2006; rotation of 3 sets every 12 months starting 2011; 2016^{*})
11. **Chile** (2006; 2007; 2008; 2009; 2010; 2011; 2012; 2013; 2016)¹⁸
12. **Hong Kong** (S.A.R. China) (2007; 2018)
13. **New Zealand** (2008; 2018; rotation of 2 sets every 12 months for both 2008 and 2018 rounds)
14. **Romania** (2008; 2016^{*})
15. **United Kingdom** (2008; 2016^{*})
16. **Egypt** (2008; 2010; 2012; 2014; 2016)
17. **Brunei** (2008; 2012)
18. **Cook Islands** (2008)¹⁴
19. **Iran** (2009)
20. **Malaysia** (2009; 2014)
21. **Taiwan, China** (2009; 2014)
22. **Peru** (2009; 2011; 2014; 2015; 2016)
23. **Djibouti** (2009)
24. **Mauritius** (2009)
25. **India** (2009; 2011; 2013; 2016; 2018; 2019)²
26. **Cayman Islands** (UK) (2009)
27. **Latvia** (2010; 2016^{*})
28. **Pakistan** (2010; 2018; 2019)¹³
29. **Macedonia, The F.Y.R.** (2010)
30. **Switzerland** (2010, rotation of 3 sets every 24 months)
31. **Liechtenstein** (2010, rotation of 3 sets every 24 months)
32. **Mongolia** (2010; 2013)
33. **Colombia** (2010; 2011; 2012; 2013; 2014; 2015; 2016; 2017; 2018)
34. **Turkey** (2010)
35. **Mexico** (2010; 2011; 2012; 2013; 2014; 2015; 2016; 2017; 2018; 2019)¹⁰
36. **Norway** (2011)
37. **Malta** (2011; 2016^{*})
38. **France** (2011; 2016^{*})
39. **Guernsey** (2011)
40. **Spain** (2011; 2017^{*})
41. **Bolivia** (2011; 2015)
42. **Jersey** (2012)
43. **Ukraine** (2012)
44. **Honduras** (2012; 2013; 2014; 2015; 2018)²⁰
45. **Madagascar** (2012; 2013; 2015; 2016)
46. **Denmark** (2012; 2016^{*})
47. **Ecuador** (2012; 2013; 2014; 2015; 2016; 2017; 2018)
48. **Argentina** (2012; 2014; 2016)
49. **El Salvador** (2012; 2015)
50. **Bahrain** (2012)
51. **Kuwait** (2012)
52. **Oman** (2012)
53. **Qatar** (2012)
54. **Saudi Arabia** (2012)
55. **United Arab Emirates** (2012)
56. **Hungary** (2012; 2016^{*})⁸
57. **Macau** (S.A.R. China) (2013)
58. **Iceland** (2013)
59. **Ireland** (2013; 2016^{*})
60. **Kazakhstan** (2013; 2017)
61. **Russia** (2013; 2017)
62. **Seychelles** (2013; 2016)
63. **Fiji** (2013)
64. **Vietnam** (2013)
65. **Montenegro** (2013)
66. **Indonesia** (2014; 2019)
67. **Nepal** (2014; 2015)
68. **Costa Rica** (2014; 2015; 2016)
69. **Jamaica** (2014, rotation of 2 sets every 12 months)
70. **Suriname** (2014; 2018)
71. **Yemen** (2014)
72. **Samoa** (2014)
73. **Sri Lanka** (2015)⁴
74. **Solomon Islands** (2015)
75. **Turkmenistan** (2015)⁹
76. **Namibia** (2015)
77. **Chad** (2015; 2019)
78. **Philippines** (2016; 2018)
79. **Myanmar** (2016; 2017; 2018)⁶
80. **Austria** (2016^{*})
81. **Bulgaria** (2016^{*})
82. **Czech Republic** (2016^{*})
83. **Estonia** (2016^{*})
84. **Finland** (2016^{*})
85. **Germany** (2016^{*})
86. **Greece** (2016^{*})
87. **Italy** (2016^{*})
88. **Lithuania** (2016^{*})
89. **Netherlands** (2016^{*})
90. **Poland** (2016^{*})
91. **Portugal** (2016^{*})
92. **Slovakia** (2016^{*})
93. **Sweden** (2016^{*})
94. **Cambodia** (2016; 2018)
95. **Bangladesh** (2016)
96. **South Korea** (2016; 2018)
97. **Kenya** (2016)
98. **Greenland** (Denmark) (2016)
99. **Khartoum** (Sudan) (2016)
100. **Kyrgyzstan** (2016; 2017)
101. **Armenia** (2017)
102. **Belarus** (2017)
103. **Croatia** (2017^{*})
104. **Cyprus** (2017^{*})
105. **Luxembourg** (2017^{*})
106. **Saint Lucia** (2017, rotation of 2 sets every 12 months)
107. **Senegal** (2017)
108. **Slovenia** (2017^{*})
109. **Vanuatu** (2017)
110. **Laos** (2018)⁵
111. **Barbados** (2018)¹¹
112. **Timor-Leste** (2018)
113. **Georgia** (2018)
114. **Moldova, Republic of** (2018)
115. **Tajikistan** (2018)⁷
116. **Turks and Caicos Islands** (UK) (2018)
117. **Cameroon** (2019)
118. **Guyana** (2019)

* For EU countries implementing the new Directive 2014/40/EU there is a rotation of 3 sets of warnings every 12 months.



Timor-Leste (Front)



Nepal



Vanuatu



India



Thailand

Size Rankings — Average of Package Front and Back

This listing indicates the world leaders in terms of size as an average of the package front and back. Only those countries with at least 65% on average are listed here (a full table begins on page 8). For each country the size (including a border, if required) is indicated in parentheses for the front, followed by the back. For example, (60%, 70%) means 60% of front and 70% of back.

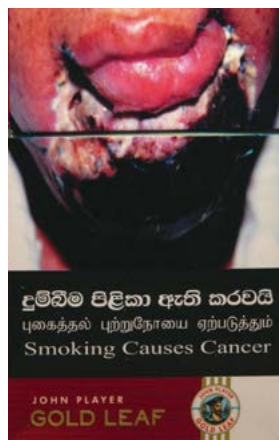
92.5% Timor-Leste (85%, 100%)	82.5% Australia (75%, 90%)	70% Cameroon (70%, 70%)	65% Turkmenistan (65%, 65%)
90% Nepal (90%, 90%)	80% Sri Lanka (80%, 80%)	70% Chad (70%, 70%)	65% Mauritius (60%, 70%)
90% Vanuatu (90%, 90%)	80% Uruguay (80%, 80%)	70% Senegal (70%, 70%)	65% Brazil (30%, 100%)
87.5% New Zealand (75%, 100%)	75% Brunei (75%, 75%)	65% EU countries (65%, 65%)	65% Mexico (30%, 100%)
85% Hong Kong (S.A.R., China)	75% Canada (75%, 75%)	65% Georgia (65%, 65%)	65% Venezuela (30%, 100%)
(85%, 85%)	75% Laos (75%, 75%)	65% Moldova (65%, 65%)	
85% India (85%, 85%)	75% Myanmar (75%, 75%)	65% Togo (65%, 65%)	
85% Thailand (85%, 85%)	75% Tajikistan (75%, 75%)	65% Turkey (65%, 65%)	



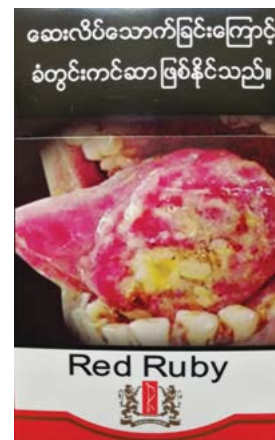
Hong Kong (front)



Uruguay



Sri Lanka



Myanmar



Canada

Regional Breakdown for Picture Health Warnings

8 African Region (AFRO)

Cameroon, Chad, Kenya, Madagascar, Mauritius, Namibia, Senegal, Seychelles

22 Americas Region (AMRO)

Argentina, Barbados, Bolivia, Brazil, Canada, Cayman Islands (UK), Chile, Colombia, Costa Rica, Ecuador, El Salvador, Guyana, Honduras, Jamaica, Mexico, Panama, Peru, Saint Lucia, Suriname, Turks and Caicos Islands (UK), Uruguay, Venezuela

13 Eastern Mediterranean Region (EMRO)

Bahrain, Djibouti, Egypt, Iran, Jordan, Khartoum (Sudan), Kuwait, Oman, Pakistan, Qatar, Saudi Arabia, U.A.E., Yemen

8 South East Asian Region (SEARO)

Bangladesh, India, Indonesia, Myanmar, Nepal, Sri Lanka, Thailand, Timor-Leste

48 European Region (EURO)

Armenia, Austria, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Greenland (Denmark), Guernsey, Hungary, Iceland, Ireland, Italy, Jersey, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Liechtenstein, Luxembourg, Macedonia The F.Y.R., Malta, Moldova, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Turkmenistan, Ukraine, United Kingdom

19 Western Pacific Region (WPRO)

Australia, Brunei, Cambodia, Cook Islands, Fiji, Hong Kong (S.A.R., China), Laos, Macau (S.A.R., China), Malaysia, Mongolia, New Zealand, Philippines, Samoa, Singapore, Solomon Islands, South Korea, Taiwan (China), Vanuatu, Vietnam

Regional Breakdown — Largest Sizes by Region (Average of Front/Back)

For each country there is indicated in parentheses the size (including a border, if required) on the front, followed by the back. For example, (30%, 90%) means 30% of front and 90% of back. The regions indicated on this page are the six regions used by WHO.

South East Asian Region (SEARO)

92.5% **Timor-Leste** (85%, 100%)
 90% **Nepal** (90%, 90%)
 85% **India** (85%, 85%)
 85% **Thailand** (85%, 85%)
 80% **Sri Lanka** (80%, 80%)
 75% **Myanmar** (75%, 75%)
 50% **Bangladesh** (50%, 50%)

Eastern Mediterranean Region (EMRO)

60% **Pakistan** (60%, 60%)¹³
 50% **Bahrain** (50%, 50%)
 50% **Djibouti** (50%, 50%)
 50% **Egypt** (50%, 50%)
 50% **Iran** (50%, 50%)
 50% **Kuwait** (50%, 50%)
 50% **Oman** (50%, 50%)
 50% **Qatar** (50%, 50%)
 50% **Saudi Arabia** (50%, 50%)
 50% **United Arab Emirates** (50%, 50%)
 50% **Yemen** (50%, 50%)

Western Pacific Region (WPRO)

90% **Vanuatu** (90%, 90%)
 87.5% **New Zealand** (75%, 100%)
 85% **Hong Kong** (S.A.R. China) (85%, 85%)
 82.5% **Australia** (75%, 90%)
 75% **Brunei** (75%, 75%)
 75% **Laos** (75%, 75%)
 60% **Cook Islands** (30%, 90%)¹⁴
 60% **Fiji** (30%, 90%)
 60% **Samoa** (30%, 90%)

European Region (EURO)

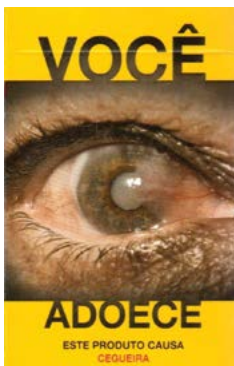
75% **Tajikistan** (75%, 75%)
 65% **EU countries** (65%, 65%)
 65% **Georgia** (65%, 65%)
 65% **Moldova** (65%, 65%)
 65% **Turkey** (65%, 65%)
 65% **Turkmenistan** (65%, 65%)
 56% **Liechtenstein** (48%, 63%)
 56% **Switzerland** (48%, 63%)

Americas Region (AMRO)

80% **Uruguay** (80%, 80%)
 75% **Canada** (75%, 75%)
 65% **Brazil** (30%, 100%)
 65% **Mexico** (30%, 100%)
 65% **Venezuela** (30%, 100%)
 60% **Barbados** (60%, 60%)
 60% **Ecuador** (60%, 60%)
 60% **Jamaica** (60%, 60%)

African Region (AFRO)

70% **Cameroon** (70%, 70%)
 70% **Chad** (70%, 70%)
 70% **Senegal** (70%, 70%)
 65% **Togo** (65%, 65%)
 65% **Mauritius** (60%, 70%)
 58% **Namibia** (53%, 63%)
 50% **Ghana** (50%, 50%)
 50% **Madagascar** (50%, 50%)
 50% **Seychelles** (50%, 50%)



Brazil (Back)



China



Brunei



Turkmenistan



Ecuador

World's Largest Cigarette Package Health Warnings — Historical Evolution

The following lists each occasion where a new world precedent was set in terms of the size of cigarette package health warnings. The listing refers to size as an average of the package front and back. The listing includes the year of implementation.

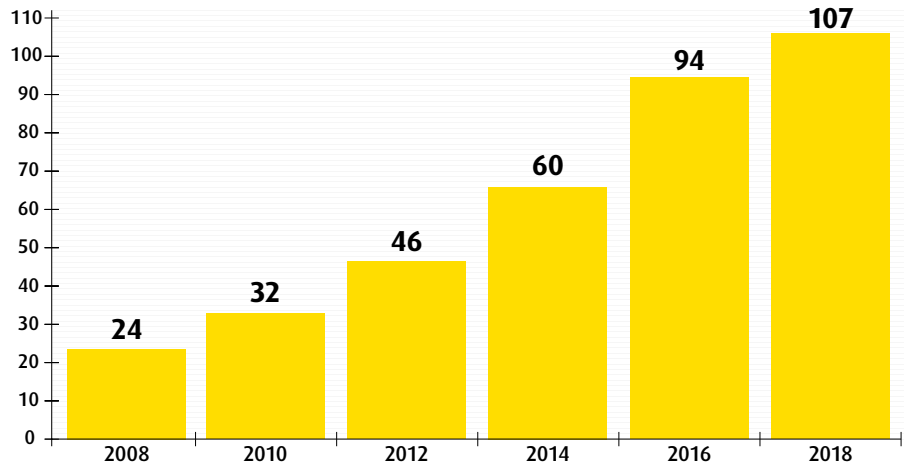
20% Canada , 1989	56% Belgium , 2003 (including border) #	82.5% Australia , 2012
30% Poland , 1998	60% Australia , 2006	85% Thailand , 2014
35% Canada , 1994 (including border) # *	65% Mauritius , June 2009	90% Nepal , 2015
50% Canada , 2001	80% Uruguay , November 2009	92.5% Timor-Leste , 2018

Warning size including the border varied somewhat depending on package format.

* The 1994 Canadian warnings were 25% plus a 3mm border surrounding the warning. This worked out to be about 35% including the border, although this varied depending on package format. Poland is included in the listing because at the time it had the world's largest warning size without a border.

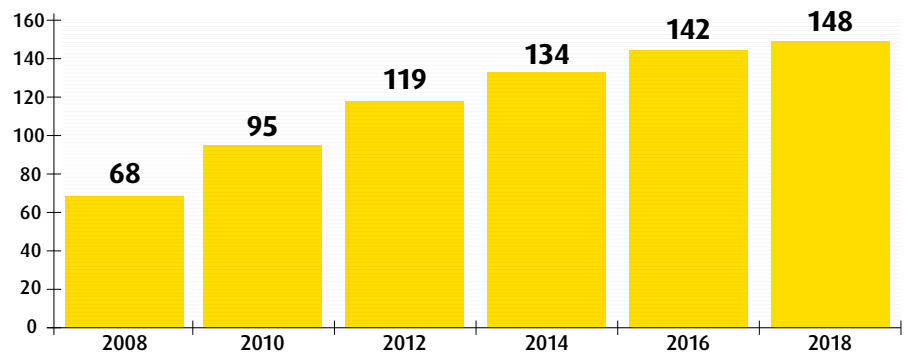
50%+

Countries /jurisdictions requiring warnings of at least 50% of package front /back (on average)



30%+

Countries /jurisdictions requiring warnings on at least 30% of package front /back (on average)



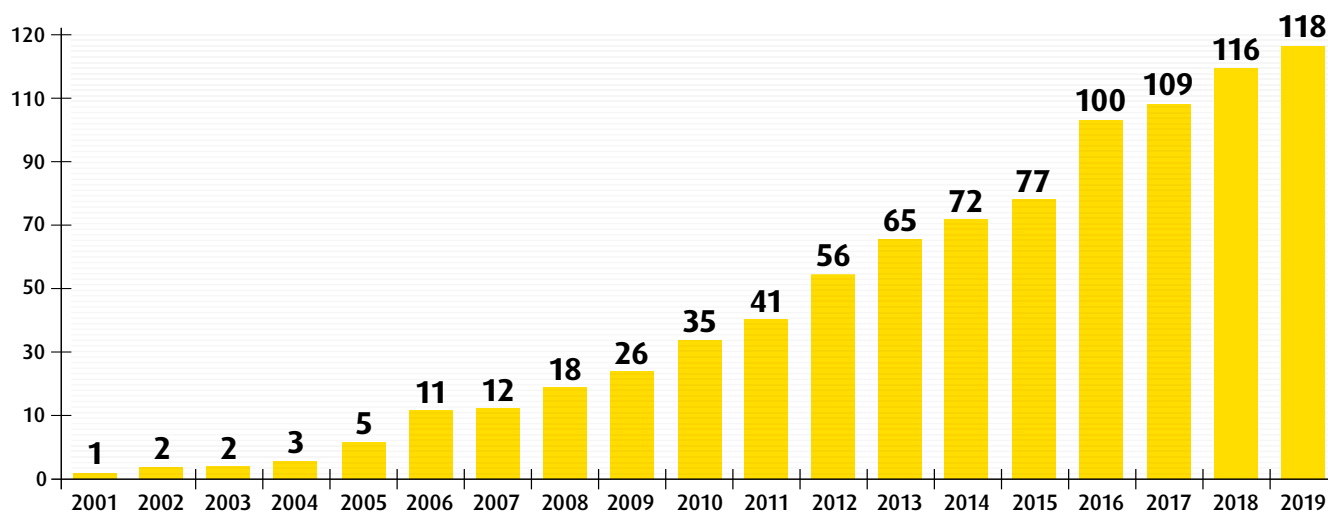
Obligations under the WHO Framework Convention on Tobacco Control

Pursuant to Article 11 of the WHO Framework Convention on Tobacco Control (FCTC),⁴⁶ the international tobacco control treaty, Parties to the Convention must require that all packages of tobacco products carry health warnings describing the harmful effects of tobacco use or other appropriate messages which “should be 50% or more of the principal display areas but shall be no less than 30% of the display areas” and may be in the form of or include pictorial warnings. For most cigarette packages, the “principal display areas” are the front and back of the package. Warnings must be in the national language or languages, must be rotated (a single warning is insufficient), must apply to cartons and other outer packages sold to consumers, and must be applied to all categories of tobacco products. Non-health messages (e.g. “Quit, save money”) may be included. Under the FCTC, no exceptions are allowed for duty-free stores, or for small volume brands. Each Party must implement warning requirements pursuant to Article 11 within three years after the FCTC comes into force for that Party.

Article 11 also has a provision regarding emission information elsewhere on the package, with the Article 11 Guidelines providing that qualitative information should be used without tar and nicotine ISO yield numbers. Further, Article 11 requires Parties to ensure that the industry’s use of the package is not “false, misleading, deceptive or likely to create an erroneous impression”. More than 100 countries/jurisdictions have specifically prohibited “light” and “mild” descriptors, and often other misleading descriptors as well.



Countries/Jurisdictions Requiring Picture Warnings on Cigarette Packages



Effectiveness of Warnings Increases with Larger Size, Use of Pictures

Health warnings on packages of tobacco products are a highly cost-effective means of health communication. Package warnings reach every smoker (and consumers of other tobacco products) every day. Warnings are always working — 24 hours per day, 7 days per week. A pack a day smoker would take his or her pack out 20 times per day, 7300 times per year. Warnings are also seen by those around the consumers, such as family, friends and co-workers.

Effective package warnings increase awareness of the health effects and reduce tobacco use. As a result of health warnings, consumers receive more information, not less. Consumers are entitled to be fully informed of the many health effects of tobacco products, and the package is the best way to do that. Studies show that consumers, including children, underestimate the health effects, in low, middle and high income countries.

Health departments determine the content of warnings, but the tobacco industry pays the cost. With such an extraordinary reach, it is not surprising that so many governments are improving package warning requirements. The tobacco industry opposes larger, picture warnings as a way to protect sales volumes — if such warnings would not work, then why is the industry so often opposed? An abundance of research studies⁴⁸ as well as country experience, provide overwhelming evidence about the beneficial impact of larger, picture warnings.

Larger size is more effective

The FCTC Article 11 Guidelines⁴⁹ recognize that the effectiveness of health warnings increases with size, and that “Parties should consider [...] more than 50%” and “aim to cover as much of the principal display areas as possible”.

A larger size means that warnings are more visible, more important, and have more impact. A larger size allows for bigger and better

pictures, a larger font size and/or additional information, including cessation information. Further, a larger size makes it more difficult for the branded promotional part of the package to distract the consumer’s attention away from the warning. That larger sizes are more effective is confirmed by the considered decisions of governments worldwide where the trend is very much to increase warning size.

A picture says a thousand words

Pictures can convey a message with far more impact than can a text-only message. A picture really does say a thousand words. Pictures are particularly significant for individuals who are illiterate or who have low literacy, an aspect especially important in many countries. Pictures are also important to immigrants, temporary workers, as well as individuals from minority language groups who may not yet be able to read the national language(s).

Where tobacco advertising is not yet banned, tobacco companies use colour pictures in tobacco advertising. Further, the tobacco industry has often printed colour pictures on packages. If tobacco companies have used pictures to promote tobacco products, then governments should be able to use pictures to discourage tobacco use.

The feasibility of implementing picture warnings has been demonstrated in more than 100 countries/jurisdictions. If these countries can do it, then all countries can. It is notable that often, in the very same cigarette factory, some packages have picture warnings and some do not, depending on the country of destination.

To ensure better visibility and impact, picture warnings should be placed on both the front and back of the package (not just one of these), and should be placed at the top of the front/back, not the bottom, as provided in the Article 11 Guidelines.⁴⁹ The table on pages 8–11 lists sizes for both the package front and back, recognizing that the front is more important due to greater visibility.

International Rankings

	Rank	Country / Jurisdiction	Picture Warnings	Average	Front / Back	Front	Back	EU Member States	Less than 30% Minimum Size	Article 11	FCTC Deadline	Picture Warnings Year(s)
1	1	Timor-Leste	√	92.5	85	100						2018
2	2	Nepal	√	90	90	90						2014, 2015
3	2	Vanuatu	√	90	90	90						2017
4	4	New Zealand (1)	√	87.5	75	100						2008, 2018
5	5	Hong Kong (S.A.R., China)	√	85	85	85			#			2007, 2018
6	5	India (2)	√	85	85	85						2009, 2011, 2013, 2016, 2018, 2019
7	5	Thailand	√	85	85	85						2005, 2007, 2010, 2014
8	8	Australia (3)	√	82.5	75	90						2006, 2012
9	9	Sri Lanka (4)	√	80	80	80						2015
10	9	Uruguay	√	80	80	80						2006, 2008, 2009, 2010, 2012, 2013, 2014, 2015
11	11	Brunei	√	75	75	75						2008, 2012
12	11	Canada	√	75	75	75						2001, 2012
13	11	Laos (5)	√	75	75	75						2018
14	11	Myanmar (6)	√	75	75	75						2016, 2017, 2018
15	11	Tajikistan (7)	√	75	75	75						2018
16	16	Cameroon	√	70	70	70						2019
17	16	Chad	√	70	70	70						2015, 2019
18	16	Senegal	√	70	70	70						2017
19	19	Austria	√	65	65	65	√					2016
20	19	Belgium	√	65	65	65	√					2006, 2011, 2016
21	19	Bulgaria	√	65	65	65	√					2016
22	19	Croatia	√	65	65	65	√					2017
23	19	Cyprus	√	65	65	65	√					2017
24	19	Czech Republic	√	65	65	65	√					2016
25	19	Denmark	√	65	65	65	√					2012, 2016
26	19	Estonia	√	65	65	65	√					2016
27	19	Finland	√	65	65	65	√					2016
28	19	France	√	65	65	65	√					2011, 2016
29	19	Georgia	√	65	65	65						2018
30	19	Germany	√	65	65	65	√					2016
31	19	Greece	√	65	65	65	√					2016
32	19	Hungary (8)	√	65	65	65	√					2012, 2016
33	19	Ireland	√	65	65	65	√					2013, 2016
34	19	Italy	√	65	65	65	√					2016
35	19	Latvia	√	65	65	65	√					2010, 2016
36	19	Lithuania	√	65	65	65	√					2016
37	19	Luxembourg	√	65	65	65	√					2017
38	19	Malta	√	65	65	65	√					2011, 2016
39	19	Moldova, Republic of	√	65	65	65						2018
40	19	Netherlands	√	65	65	65	√					2016
41	19	Poland	√	65	65	65	√					2016
42	19	Portugal	√	65	65	65	√					2016
43	19	Romania	√	65	65	65	√					2008, 2016
44	19	Slovakia	√	65	65	65	√					2016
45	19	Slovenia	√	65	65	65	√					2017
46	19	Spain	√	65	65	65	√					2011, 2017
47	19	Sweden	√	65	65	65	√					2016
48	19	Togo		65	65	65						
49	19	Turkey	√	65	65	65						2010

	Rank	Country / Jurisdiction		Picture Warnings			Average Front / Back		EU Member States	Less Than 30% Minimum Size	Article 11	FCTC Deadline	Picture Warnings Year(s)
				Front	Back	Back							
50	19	Turkmenistan (9)	√	65	65	65						2015	
51	19	United Kingdom	√	65	65	65	√					2008, 2016	
52	52	Mauritius	√	65	60	70						2009	
53	53	Brazil	√	65	30	100						2002, 2004, 2009, 2018	
54	53	Mexico (10)	√	65	30	100						2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019	
55	53	Venezuela	√	65	30	100						2005, 2009, 2014	
56	56	Barbados (11)	√	60	60	60						2018	
57	56	Ecuador	√	60	60	60						2012, 2013, 2014, 2015, 2016, 2017, 2018	
58	56	Guyana	√	60	60	60						2019	
59	56	Jamaica (12)	√	60	60	60						2014	
60	56	Pakistan (13)	√	60	60	60						2010, 2018, 2019	
61	61	Cook Islands (14)	√	60	30	90						2008	
62	61	Fiji	√	60	30	90						2013	
63	61	Samoa	√	60	30	90						2014	
64	64	Namibia (15)	√	58	53	63						2015	
65	65	Liechtenstein (16)	√	56	48	63	*		#			2010	
66	65	Switzerland (17)	√	56	48	63	*		#			2010	
67	67	Cambodia	√	55	55	55						2016, 2018	
68	68	Malaysia	√	55	50	60						2009, 2014	
69	69	Solomon Islands	√	50	70	30						2015	
70	70	Albania		50	50	50							
71	70	Argentina	√	50	50	50			#			2012, 2014, 2016	
72	70	Armenia	√	50	50	50						2017	
73	70	Bahrain	√	50	50	50						2012	
74	70	Bangladesh	√	50	50	50						2016	
75	70	Belarus	√	50	50	50						2017	
76	70	Bolivia	√	50	50	50						2011, 2015	
77	70	Chile (18)	√	50	50	50						2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2016	
78	70	Costa Rica	√	50	50	50						2014, 2015, 2016	
79	70	Djibouti	√	50	50	50						2009	
80	70	Egypt	√	50	50	50						2008, 2010, 2012, 2014, 2016	
81	70	El Salvador	√	50	50	50						2012, 2015	
82	70	Ghana (19)		50	50	50							
83	70	Honduras (20)	√	50	50	50						2012, 2013, 2014, 2015, 2018	
84	70	Iran	√	50	50	50						2009	
85	70	Kazakhstan	√	50	50	50						2013, 2017	
86	70	Kuwait	√	50	50	50						2012	
87	70	Kyrgyzstan	√	50	50	50						2016, 2017	
88	70	Macau (S.A.R., China)	√	50	50	50			#			2013	
89	70	Madagascar	√	50	50	50						2012, 2013, 2015, 2016	
90	70	Mongolia	√	50	50	50						2010, 2013	
91	70	Oman	√	50	50	50						2012	
92	70	Panama	√	50	50	50						2006, 2009, 2010, 2012, 2014, 2015, 2016, 2017, 2019	
93	70	Peru	√	50	50	50						2009, 2011, 2014, 2015, 2016	
94	70	Philippines	√	50	50	50						2016, 2018	
95	70	Qatar	√	50	50	50						2012	
96	70	Russian Federation	√	50	50	50						2013, 2017	
97	70	Saint Lucia (21)	√	50	50	50						2017	
98	70	Saudi Arabia	√	50	50	50						2012	
99	70	Seychelles	√	50	50	50						2013, 2016	
100	70	Singapore	√	50	50	50						2004, 2006, 2013	

Rank	Country / Jurisdiction		Picture Warnings			Average Front / Back		EU Member States	Less Than 30% Minimum Size	Article 11	FCIC Deadline	Picture Warnings Year(s)
			Front	Back	EU Member States	Less Than 30% Minimum Size						
101	70	South Korea (Republic of Korea)	√	50	50	50					2016, 2018	
102	70	Suriname	√	50	50	50					2014, 2018	
103	70	Turks and Caicos Islands (UK) (22)	√	50	50	50			#		2018	
104	70	Ukraine	√	50	50	50					2012	
105	70	United Arab Emirates	√	50	50	50					2012	
106	70	Vietnam	√	50	50	50					2013	
107	70	Yemen	√	50	50	50					2014	
108	108	Guernsey (23)	√	48	43	53	*				2011	
109	108	Iceland	√	48	43	53	*				2013	
110	108	Jersey (23)	√	48	43	53	*				2012	
111	108	Norway	√	48	43	53	*				2011	
112	112	Lebanon (24)		45	45	45						
113	113	Jordan (25)	√	43	43	43					2006, 2013	
114	113	Nigeria (26)		43	43	43						
115	115	Bosnia and Herzegovina		43	35	50	*					
116	116	Comoros		40	40	40						
117	116	Indonesia	√	40	40	40			#		2014, 2019	
118	116	Uzbekistan		40	40	40						
119	119	Kenya	√	40	30	50					2016	
120	120	Greenland (Denmark)	√	39	32	45			#		2016	
121	120	Kosovo		39	32	45	*		#			
122	122	China		35	35	35						
123	122	Taiwan, China	√	35	35	35			#		2009, 2014	
124	124	Faroe Islands (Denmark)		35	30	40	*		#			
125	124	Macedonia, The F.Y.R.	√	35	30	40	*				2010	
126	124	Montenegro	√	35	30	40	*				2013	
127	124	Serbia		35	30	40	*					
128	128	Azerbaijan		30	30	30						
129	128	Benin		30	30	30						
130	128	Bermuda (UK)		30	30	30			#			
131	128	Colombia	√	30	30	30					2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018	
132	128	Congo, Republic of		30	30	30						
133	128	D. R. Congo		30	30	30						
134	128	Eritrea (27)		30	30	30			#			
135	128	Ethiopia		30	30	30						
136	128	Gambia		30	30	30						
137	128	Guinea		30	30	30						
138	128	Israel		30	30	30						
139	128	Japan		30	30	30						
140	128	Khartoum (state in Sudan)	√	30	30	30			#		2016	
141	128	Maldives		30	30	30						
142	128	Mali		30	30	30						
143	128	Nauru		30	30	30						
144	128	Rwanda		30	30	30						
145	128	Tanzania (28)		30	30	30						
146	128	Tonga		30	30	30						
147	128	Uganda		30	30	30						
148	148	Cuba (29)		30	0	60			#			
149	149	Mozambique		28	30	25				Oct. 12, 2020		
150	150	Libya		25	50	0		X		Sep. 5, 2008		
151	151	South Africa (30)		21	16	26		X		Jul. 18, 2008		
152	152	Zimbabwe		20	15	25		X		Mar. 4, 2018		
153	153	Syrian Arab Republic		15	30	0		X		Feb. 27, 2008		
154	154	Algeria		15	15	15		X		Sep. 28, 2009		
155	155	Cayman Islands (UK) (31)	√	15	0	30			#		2009	

Rank	Country / Jurisdiction	Picture Warnings		Average Front / Back		EU Member States	Less Than 30% Minimum Size	Article 11	FCTC Deadline	Picture Warnings Year(s)
156	156	Guatemala	13	25	0		X	Feb. 14, 2009		
157	157	West Bank and Gaza Strip	10	20	0			#		
158	158	Morocco (32)	5	0	10			#		
159	159	Zambia (33)	3	3	3		X	Aug. 21, 2011		
160	160	Afghanistan	0	0	0		X	Nov. 11, 2013		
161	160	Andorra (34)	0	0	0			#		
162	160	Angola	0	0	0		X	Dec. 19, 2010		
163	160	Antigua and Barbuda	0	0	0		X	Sep. 3, 2009		
164	160	Bahamas	0	0	0		X	Feb. 1, 2013		
165	160	Belize	0	0	0		X	Mar. 15, 2009		
166	160	Bhutan (35)	0	0	0			Feb. 27, 2008		
167	160	Botswana	0	0	0		X	May 1, 2008		
168	160	Burkina Faso (36)	0	0	0		X	Oct. 29, 2009		
169	160	Burundi	0	0	0		X	Feb. 20, 2009		
170	160	Cape Verde	0	0	0		X	Jan. 2, 2009		
171	160	Central African Republic	0	0	0		X	Feb. 5, 2009		
172	160	Côte d'Ivoire	0	0	0		X	Nov. 11, 2013		
173	160	D.P.R. Korea (37)	0	0	0		X	Aug. 14, 2008		
174	160	Dominica	0	0	0		X	Oct. 22, 2009		
175	160	Dominican Republic	0	0	0			#		
176	160	Equatorial Guinea	0	0	0		X	Dec. 16, 2008		
177	160	Eswatini (Swaziland)	0	0	0		X	Apr. 13, 2009		
178	160	Gabon (38)	0	0	0		X	May 21, 2012		
179	160	Grenada	0	0	0		X	Nov. 12, 2010		
180	160	Guinea-Bissau	0	0	0		X	Feb. 5, 2012		
181	160	Haiti	0	0	0			#		
182	160	Iraq	0	0	0		X	Jun. 15, 2011		
183	160	Kiribati	0	0	0		X	Dec. 14, 2008		
184	160	Lesotho	0	0	0		X	Apr. 14, 2008		
185	160	Liberia	0	0	0		X	Dec. 14, 2012		
186	160	Malawi	0	0	0			#		
187	160	Marshall Islands	0	0	0		X	Mar. 8, 2008		
188	160	Mauritania	0	0	0		X	Jan. 26, 2009		
189	160	Micronesia	0	0	0		X	Jun. 16, 2008		
190	160	Monaco (39)	0	0	0			#		
191	160	Nicaragua	0	0	0		X	Jul. 8, 2011		
192	160	Niger (40)	0	0	0		X	Aug. 25, 2008		
193	160	Niue	0	0	0		X	Sep. 1, 2008		
194	160	Palau	0	0	0		X	Feb. 27, 2008		
195	160	Papua New Guinea	0	0	0		X	Aug. 23, 2009		
196	160	Paraguay	0	0	0		X	Dec. 27, 2009		
197	160	Saint Kitts and Nevis	0	0	0		X	Sep. 19, 2014		
198	160	San Marino (41)	0	0	0		X	Oct. 5, 2007		
199	160	Sao Tome and Principe	0	0	0		X	Jul. 11, 2009		
200	160	Sierra Leone	0	0	0		X	Aug. 20, 2012		
201	160	Somalia	0	0	0			#		
202	160	South Sudan	0	0	0			#		
203	160	St. Vincent and the Grenadines	0	0	0		X	Jan. 27, 2014		
204	160	Trinidad and Tobago (42)	0	0	0		X	Feb. 27, 2008		
205	160	Tuvalu	0	0	0		X	Dec. 25, 2008		
206	160	United States of America	0	0	0			#		

Countries/jurisdictions that are not Parties to the FCTC.

* Countries/jurisdictions that follow the EU Directive 2001/37/EC. ⁴⁴⁻⁴⁷

In the table, the indicated average size for the front and back has been rounded; for example 17.5% appears as 18%.

For the top 10 countries, the average size has not been rounded.

Other countries: The following two countries are not listed in this report as information was not confirmed: Sudan,⁴³ Tunisia.

Plain packaging – tremendous international momentum

Plain packaging prohibits brand colours, logos and design elements on packages, and would require that packages only come in a standard shape, material and format. (Plain packaging is also referred to as “standardized packaging”, or “plain and standardized packaging”, or “generic packaging”.) Under plain packaging, health warnings continue to appear, but the brand portion of the package would have the same colour (e.g. drab brown) for all brands. The brand name would be allowed on packages, but only in a standard location, colour (e.g. light grey), font style and size.

Plain packaging would curb the industry’s use of the package as a promotional vehicle, would reduce the appeal of tobacco products, would increase the effectiveness of package warnings, would curb package deception, and would decrease tobacco use. Packages should not be used as mini-billboards promoting tobacco use. Both the Article 11⁴⁹ and the Article 13⁵⁰ Guidelines under the FCTC recommend that Parties consider implementing plain packaging. Plain packaging is supported by extensive evidence.⁵¹ The theme for the World Health Organization’s World No Tobacco Day on May 31, 2016 was “Get

Summary of implementation dates at manufacturer and retailer levels

Country	Manufacturer Level	Retail Level
1. Australia	Oct. 1, 2012	Dec. 1, 2012
2. France	May 20, 2016	Jan. 1, 2017
3. United Kingdom	May 20, 2016	May 20, 2017
4. Norway	July 1, 2017	July 1, 2018
5. Ireland	Sept. 30, 2017	Sept. 30, 2018
6. New Zealand	Mar. 14, 2018	June 6, 2018
7. Hungary*	May 20, 2018	May 20, 2019
8. Uruguay	Feb. 6, 2019	Feb. 6, 2019
9. Slovenia ⁵⁸	Jan. 1, 2020	Jan. 1, 2020

*In Hungary, plain packaging required for new brands from Aug. 20, 2016.

Monaco – Plain packaging in practice; packages same as in France.³⁹

Cook Islands – Plain packaging in practice; packages same as in New Zealand.¹⁴

Canada – Legislation elaborating on regulatory authority for plain packaging adopted May 23, 2018.⁵⁹ Draft regulations released for comment June 22, 2018, with consultation period ending Sept. 6, 2018.⁶⁰

Belgium – Health Minister announced Sept. 7, 2018 that plain packaging to be required after EU notification process.⁶¹

Thailand – Legislation adopted April 2, 2017 with regulatory authority to require plain packaging.⁶²

Georgia – Legislation adopted May 30, 2017 with regulatory authority to require plain packaging.⁶³

Singapore – Public consultation launched Feb. 4, 2018, ending Mar. 16, 2018.⁶⁴

Nepal – Minister of Health announced May 8, 2017 that Nepal to have plain packaging by 2018.⁶⁵

Sri Lanka – Government announced Apr. 11, 2018 that Cabinet had authorized drafting of plain packaging legislation.⁶⁶

South Africa – Draft bill to be introduced in Parliament published on May 9, 2018 with a consultation period ending Aug. 9, 2018.⁶⁷ Bill contains regulatory authority.

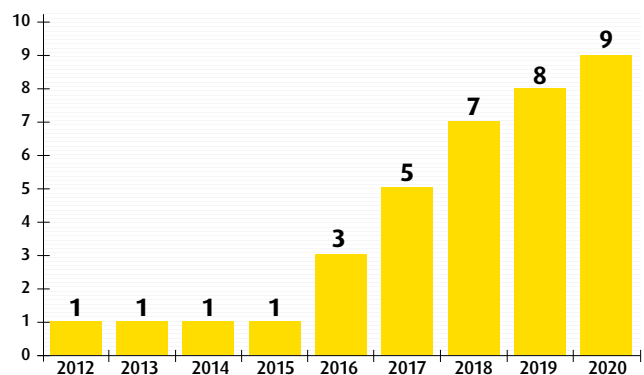
Romania – Legislation adopted Nov. 4, 2016 with regulatory authority to require plain packaging.⁶⁸

Ready for Plain Packaging”.⁵² Australia’s world precedent setting plain packaging had full implementation at the retail level as of Dec. 1, 2012.

There is tremendous international momentum on plain packaging. Plain packaging has been adopted in 9 countries and is under consideration in at least 16 other jurisdictions. Plain packaging has been implemented in Australia (2012), France (2016), the United Kingdom (2016), Norway (2017), Ireland (2017), New Zealand (2018), and Hungary (2018), will be implemented in Uruguay (2019) and Slovenia (2020), and is in process or under consideration in Canada, Belgium, Thailand, Georgia, Singapore, Nepal, Sri Lanka, South Africa, Romania, Jersey, Guernsey, Taiwan, Chile, Finland, and Saudi Arabia. Two countries in practice have plain packaging, with Monaco having packages the same as in France,³⁹ and Cook Islands having packages the same as in New Zealand.¹⁴ Expressions of support for implementation of plain packaging have also been made by the governments of Mauritius,⁵³ Kenya,⁵⁴ Gambia,⁵⁵ Botswana,⁵⁶ and Burkina Faso.⁵⁷

Below is an overview of status by country.

Countries requiring plain packaging



Jersey and Guernsey – Jersey Health Minister issued instructions on July 3, 2017 to draft plain packaging regulations, with intent that Jersey and Guernsey would have parallel regulations.⁶⁹

Taiwan – Government provided notification Feb. 13, 2017 of draft bill containing regulatory authority to require plain packaging.⁷⁰

Chile – Bill with regulatory authority approved by Senate July 9, 2015, approved by House Health Committee January 22, 2018, forwarded to House Agricultural Committee.⁷¹

Finland – Government national action plan (June 2014) includes plain packaging as planned measure.⁷²

Turkey – Plain packaging included in government national action plan for 2015-2018.⁷³ On Feb. 9, 2018, Health Minister stated plain packaging under consideration.⁷⁴

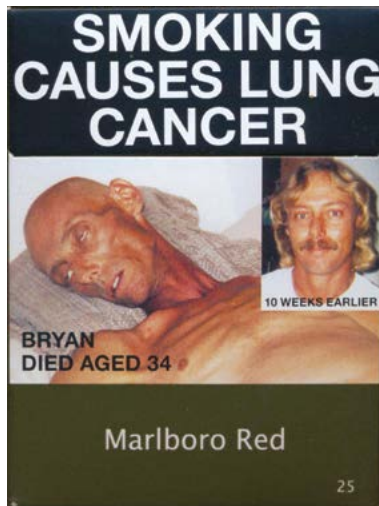
Saudi Arabia – Notification to World Trade Organization provided Sept. 12, 2018.⁷⁵

European Union – *Tobacco Products Directive* adopted April 3, 2014 explicitly states that 28 EU countries have the option of implementing plain packaging.⁷⁶

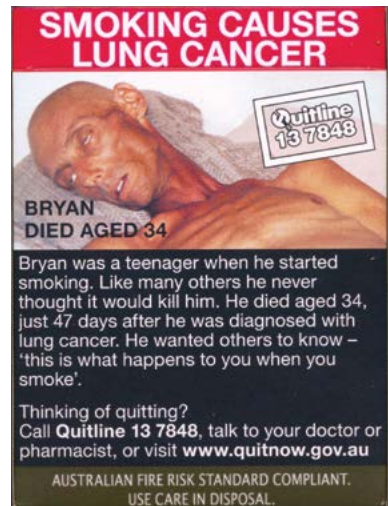
Timor-Leste – Has made substantial though not complete progress towards plain packaging, with requirements effective Sept. 6, 2018. Brand portion of packages must be in standard base colour, but logos and brand names in stylized fonts are still allowed (though only in white).⁷⁷



Australia (front)
Before Plain Packaging



Australia (front)
After Plain Packaging

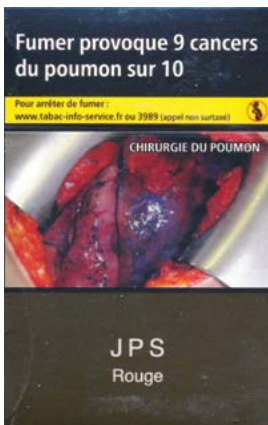


Australia (back)
After Plain Packaging

“Strip back the glamour and glossy packaging that contain tobacco products, and what is left? A product that kills almost 6 million people every year. Tobacco packaging is a form of advertising and promotion that often misleads consumers and serves to hide the deadly reality of tobacco use. ... plain packaging works.”

WHO Director-General
Dr Margaret Chan,

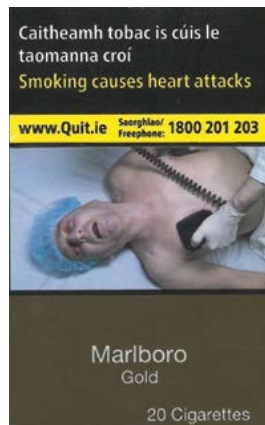
World No Tobacco Day, May 31, 2016



France



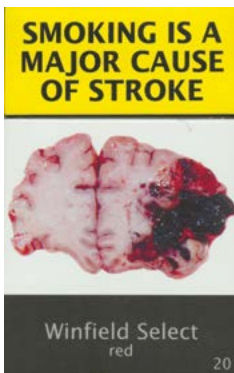
United Kingdom



Ireland



Canada mock-up



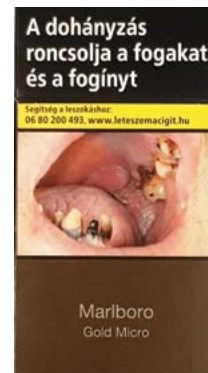
New Zealand (front)



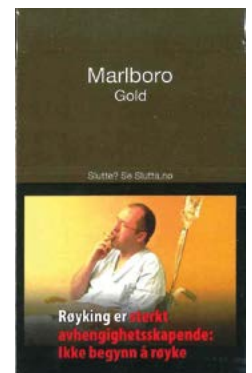
New Zealand (back)



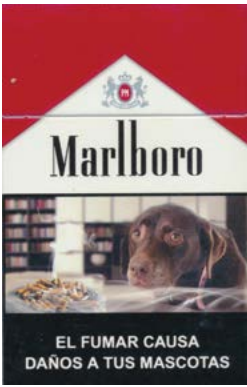
New Zealand (front)



Hungary



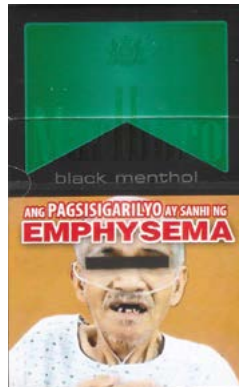
Norway (back)



Panama



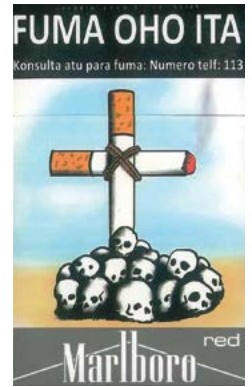
Moldova (back)



Philippines



South Korea



Timor-Leste (front)



Hong Kong (back)



Khartoum (front)



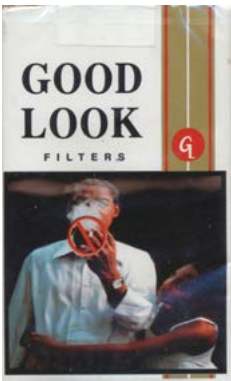
Bosnia and Herzegovina (back)



Saint Lucia (back)



Belgium



Madagascar



Vanuatu



Armenia



Venezuela (back)



Japan



Vietnam



Slovenia



Greenland (back)



Saint Lucia



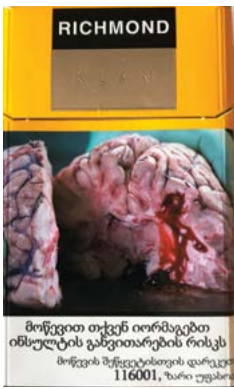
Chile



United Kingdom - roll-your-own



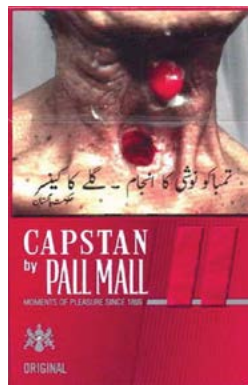
Ireland - roll-your-own



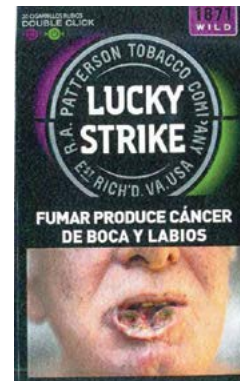
Georgia (front)



Ecuador



Pakistan



Argentina



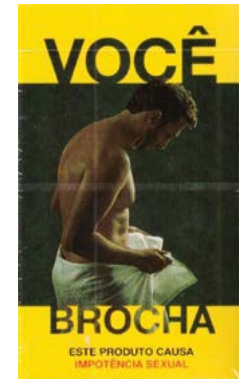
Russia



Jamaica (front)



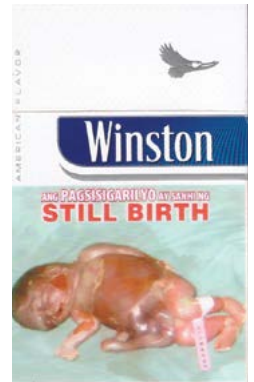
Jamaica (back)



Brazil (back)



Canada



Philippines



Bangladesh



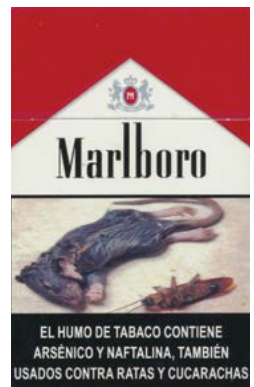
Egypt - water pipe



UAE (GCC) - water pipe



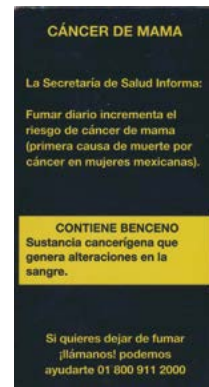
Lebanon



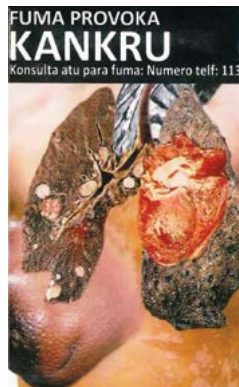
Panama



Mexico (front)



Mexico (back)



Timor-Leste (back)



Peru



Philippines



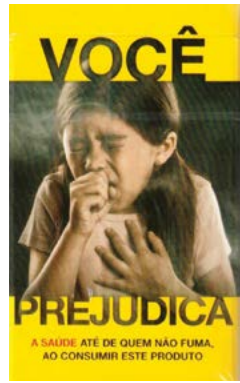
Thailand - carton



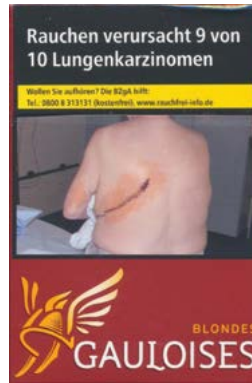
Maritius - carton



Ecuador



Brazil (back)



Germany



Bangladesh



Romania



Philippines



Suriname



Tanzania



Chad



Samoa (front)



South Korea



Seychelles



Peru



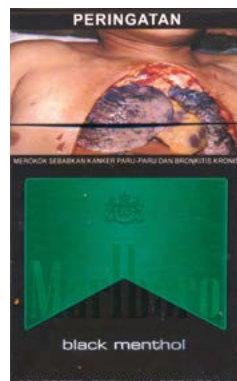
Kenya



Bolivia



Argentina



Indonesia



Germany



Djibouti



Iran



Indonesia



Honduras



Colombia



Colombia



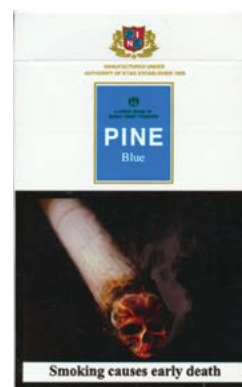
Ukraine (back)



Venezuela (back)



Belgium



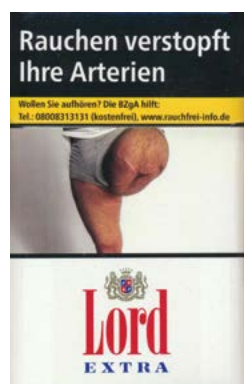
UAE (GCC) (back)



Senegal



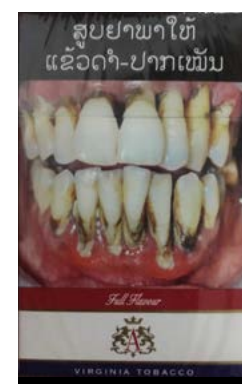
Mexico (front)



Germany



Iceland (back)



Laos



Timor-Leste (front)

Information Collection

Considerable effort was made to ensure the accuracy of the information contained in this report. Information obtained as of September 12, 2018 has been included to ensure that the report was as up-to-date as possible before publication. However, for a few countries, it was not possible to confirm national requirements prior to press time. Moreover, national requirements for package warnings are constantly evolving and, as such, it may be that for some countries listed in this report further progress may have been made but is not reflected in this report.

Country information was only included in this report once legal requirements (such as an Act, regulation, or decree) were finalized, and no further approval steps were needed. For some countries, the transition period for warning implementation on packages has not been completed; however, if no further approval steps were needed, these new requirements were included in the report. Where new information for a country could not be confirmed prior to publication, this new information was not included.

This report provides information only for packages of cigarettes, not other tobacco products. Information for cigarette cartons has not been compiled.

For more information

Tobacco Labelling Resource Centre

www.tobaccolabels.org

Campaign for Tobacco-Free Kids

<https://www.tobaccofreekids.org/global-resources>

www.tobaccocontrolaws.org

WHO Warnings Database

www.who.int/tobacco/healthwarningsdatabase/en/index.html

FTC Guidelines for Article 11 (packaging and labelling)

http://www.who.int/ftc/guidelines/adopted/article_11/en/

WHO Framework Convention on Tobacco Control

<http://www.who.int/ftc>

Notes

1. **New Zealand:** Rotation of two sets of 7 warnings every 12 months for both 2008 and 2018 rounds.
2. **India:** For the rounds in 2016, 2018 and 2019, only one picture warning to appear at a time on all packages.
3. **Australia:** Rotation of two sets of 7 warnings every 12 months, for both 2006 and 2012 rounds. In addition to the 90% warning on the package back, Australia also requires a fire risk statement, which appears on the bottom 10% of the package back.
4. **Sri Lanka:** Regulations require a partial change every six months to the set of warnings required to appear on packages. However, this change has not been occurring.
5. **Laos:** Implementation date for 75% picture warnings in 2016 delayed to Jan. 1, 2018, as indicated in Oct. 23, 2017 Ministry of Industry and Commerce letter to tobacco companies.
6. **Myanmar:** 10 picture warnings required to appear one at a time (not concurrently) for 12 months each over a 10 year period, 2016 to 2026.
7. **Tajikistan:** The [Order of May 16 2018 No. 463 on Amendments and Additions to the Order of the Ministry of Health and Social Protection of the Population of the Republic of Tajikistan of January 16, 2001, No. 30](#) requires 75% picture warnings but no implementation date is specified. Whether the government has an administratively permitted transition period was not information available at press time.
8. **Hungary:** For the first round (2012), 42 picture warnings were to be rotated over 3 years, with the difference between the most and least frequently appearing warnings not allowed to be more than 10%.
9. **Turkmenistan:** There are reports of a second round of picture warnings effective in 2018, but the Order was not available at press time.
10. **Mexico:** Two warnings to be displayed for 6 months beginning Dec. 1, 2017, and two sets of 4 warnings to be displayed for 12 months each beginning June 1, 2018 and June 1, 2019. In previous years, warnings changed every 3 months, every 4 months or every 6 months.
11. **Barbados:** In report to FCTC of Mar. 29, 2018, Barbados reported that industry was given 6 month implementation period for 60% picture warnings pursuant to [Health Services \(Packaging and Labelling of Tobacco Products\) Regulations, 2017](#).
12. **Jamaica:** Rotation of two sets of 8 warnings every 12 months.
13. **Pakistan:** A 50% size is required as of June 1, 2018, and a 60% size is required as of June 1, 2019.
14. **Cook Islands:** Warnings are to either comply with the Australian or New Zealand requirements (which include pictures), or to require 50% text warnings with specified messages in English and in Cook Islands Maori. In practice, packages have depicted pictures as required in New Zealand (or perhaps previously Australia). At press time, there were still packages with previous New Zealand 30% front, 90% back picture warnings on shelves, but being replaced with packages with New Zealand plain packages with picture warnings on 75% front, 100% back.
15. **Namibia:** 50% front, 60% back, plus a border of unspecified size. Size estimated based on available packages.
16. **Liechtenstein:** Rotation of one of three sets of 14 warnings every 24 months. Liechtenstein is in a customs union with Switzerland. Liechtenstein law requires that tobacco packages depict Switzerland's health warnings.
17. **Switzerland:** Rotation of one of three sets of 14 warnings every 24 months.
18. **Chile:** From 2006 to 2012 inclusive, Chile required only one picture warning to appear at a time on all packages, with the warning changed every 12 months. Effective 2013, Chile required a series of warnings to appear concurrently.
19. **Ghana:** Warnings are in place through mandatory contractual arrangements between Ghana's Food and Drug Board and tobacco importers/distributors.
20. **Honduras:** The information on rounds of picture warnings is based on best available information at press time.
21. **Saint Lucia:** Rotation of two sets of 8 warnings every 12 months.
22. **Turks and Caicos (UK):** Imported products must have 50% picture warnings, but warning content not specified. Warning content for 50% picture warnings specified for domestic manufacturers.
23. **Guernsey, Jersey:** Guernsey and Jersey are Crown dependencies located in the English Channel that are neither part of the UK nor part of the EU.
24. **Lebanon:** Size is 40% plus a border, with size estimated based on available packs. The Decree provides for a maximum border width of 3mm, provides no minimum, and provides a mockup with a 3mm width.
25. **Jordan:** Size is 40% plus a border as illustrated in the national standard.
26. **Nigeria:** Size includes a border as illustrated in the national standard.
27. **Eritrea:** [The Proclamation to Provide for Tobacco Control](#) provides that warnings shall be 30% or more, and should be 50% or more, of the package front and back.
28. **Tanzania:** Zanzibar, a subnational region of Tanzania, adopted [Tobacco Control Regulations, 2016](#) requiring 70% text warnings, but this has not been implemented.
29. **Cuba:** Warnings may appear on either 30% of both the front and back, or 60% of one of the front or back. Packages obtained depict warnings on 60% of the back.
30. **South Africa:** 15% front, 25% back plus a border of unspecified width.
31. **Cayman Islands (UK):** Regulations require picture health warning to appear on either front or back. The size shall be at least 30%, and no less than the size required by the country of origin.
32. **Morocco:** Size estimated based on available packs. Legislation requires a warning on the back, but does not specify a minimum size.
33. **Zambia:** Size estimated based on available packs. Legislation requires a warning on the front and back, but does not specify a minimum size.
34. **Andorra:** In practice, packages tend to depict picture warnings from France or Spain.
35. **Bhutan** bans tobacco product sales, but allows importation by individuals of limited quantities for personal consumption provided certain conditions are met, including that the packaging contains a health warning (no minimum warning size specified).
36. **Burkina Faso:** [Joint Administrative Decree No. 2015- No. 366 /MS/MICA concerning setting the procedures for the implementation of Decree No. 2011-1051/PRES/PM/MS/MEF of December 30, 2011, concerning the packaging and labeling of tobacco products in Burkina Faso](#), approved April 7, 2015, requires 60% picture warnings effective 12 months after coming into force, but there have been implementation delays.
37. **Korea, D.P.R.:** The [Tobacco Control Law of DPR Korea](#), Decree No.1176 of June 24, 2016 (revised and consolidated), provides that a warning is to be required on packages, but does not specify the size, location or content. Though no regulation has yet been adopted, many packages depict a 30% text warning on the package front and back.
38. **Gabon:** [Decree No. 0284/PR/MSPSSN Concerning the Packaging of Tobacco Products in the Republic of Gabon](#) requires text warnings on front 60% and back 65% in 2016, but there have been implementation delays.
39. **Monaco:** In practice, packs follow France requirements. The [Convention of Neighbours of May 18, 1963](#), an agreement between France and Monaco, provides that Monaco will purchase tobacco products for consumption in Monaco from the Service d'Exploitation Industrielle des Tabacs et Allumettes (SEITA) of France.
40. **Niger:** [Decision No. 442 MSP/DGSP/DHP/ES of December 2, 2013 regulating the composition, packaging and labelling of tobacco products in Niger](#) provides that picture warnings are to cover 50% of the package front and back, but the picture content has not yet been specified.
41. **San Marino:** No national regulation. Most cigarettes are imported from Italy and follow Italian package warning requirements. There is now a domestic brand depicting voluntary text warnings of less than 30%.
42. **Trinidad and Tobago:** The [Tobacco Control Regulations, 2013](#), published January 10, 2014, require 50% picture warnings 12 months after publication, but there have been implementation delays.
43. **Sudan:** The Sudan state of Khartoum requires 30% picture warnings on the front/back.

44. **EU:** [Tobacco Products Directive, 2014/40/EU](#) provides that the 28 EU member countries must require 65% picture warnings at the manufacturer level effective May 20, 2016. Three sets of 14 picture warnings are to be changed every 12 months. The following 5 EU countries did not implement the new requirements until 2017: Croatia, Cyprus, Luxembourg, Slovenia, Spain.

45. **EU:** The following non-EU countries/jurisdictions have implemented the 2001 EU Directive, and have done so properly in terms of the border surrounding the warning, which increases the overall size of the warning area: Guernsey, Iceland, Jersey, Liechtenstein, Norway, Switzerland. (The overall size including the border may vary depending on the package format, e.g. the overall size increases on smaller packages, and on superslims “purse” packages.)

46. **EU:** The following non-EU countries/jurisdictions have implemented the 2001 EU Directive, but are non-compliant in terms of the border: Bosnia and Herzegovina, Faroe Islands, Kosovo, Macedonia The F.Y.R., Montenegro, Serbia.

47. **EU:** Switzerland, Bosnia and Herzegovina, and Liechtenstein are non-EU countries that require trilingual warnings with EU size requirements pursuant to the 2001 Directive, though Bosnia and Herzegovina is non-compliant with border requirements. The 2001 EU Directive had different size requirements depending if unilingual, bilingual or trilingual health warnings were required.

48. See Tobacco Labelling Resource Centre, www.tobaccolabels.org

49. [Guidelines for implementation of Article 11 of the WHO Framework Convention on Tobacco Control \(Packaging and labelling of tobacco products\).](#)

50. [Guidelines for implementation of Article 13 of the WHO Framework Convention on Tobacco Control \(Tobacco advertising, promotion and sponsorship\).](#)

Notes for Plain Packaging

51. For example, see David Hammond, [“Standardised Packaging of Tobacco Products: Evidence Review. Prepared on behalf of the Irish Department of Health”](#) March 2014; Sir Cyril Chantler, [“Standardised Packaging of Tobacco: Report of the independent review undertaken by Sir Cyril Chantler”](#) April 2014; C. Moodie, M. Stead, et al., [“Plain tobacco packaging: a systematic review”](#), 2011, University of Stirling; Stirling, Scotland, United Kingdom; [Tobacco Control, April 2015, Volume 24, Supplement 2](#); Australian Department of Health, [“Post-Implementation Review Tobacco Plain Packaging 2016”](#) released February 26, 2016; Cancer Council Victoria, [“Plain packaging. The facts.”](#) (website); Quit Victoria, Cancer Council Victoria, [“Plain packaging of tobacco products: a review of the evidence”](#) August 12, 2011.

52. World Health Organization, [“World No Tobacco Day: Get ready for plain packaging. Plain packaging of tobacco products to reduce demand, to save lives”](#) May 31, 2016.

53. **Mauritius:** Mauritius Government Information Service, Prime Minister’s Office, [“WNTD: Government’s commitment to introduce plain packaging, stressed by Health Minister”](#) June 6, 2016 (news release).

54. **Kenya:** Health Cabinet Secretary stated that a formal plan and timeline for implementation of plain packaging will be developed: Pauline Kairu, [“New headache for tobacco companies as Health ministry seeks to enforce plain packaging for cigarettes”](#) Daily Nation, May 31, 2016.

55. **Gambia:** Arfang MS Camara, [“Gambia to Embrace Plain Packaging of Tobacco Products”](#) Daily Observer, August 4, 2016.

56. **Botswana:** Botswana Ministry of Health, [“World no tobacco day”](#) (news item on website) 2016; Baboki Kayawe, [“Plain, standardised tobacco packaging in the offing”](#) Mmegi Online, June 1, 2016.

57. **Burkina Faso:** A 2011 Decree provides that “The use of logos, colors, brand images or promotional texts on packages apart from the name of the brand and that of the product printed in normal characters and in an ordinary color, is forbidden.” However, an implementing Decision to the Decree on this aspect has not been adopted. See [Decree No. 2011-1051/PRES/PM/MS/MEF concerning the packaging and labeling of tobacco products in Burkina Faso](#), approved Dec. 30, 2011.

58. **Slovenia:** [The Restriction of the Use of Tobacco Products Act](#), adopted Feb. 15, 2017; draft [Rules on the Standardised Packaging of Tobacco Products](#) (regarding provisions such as base colour) notified Aug. 21, 2018 with comment period ending Oct. 20, 2018.

59. **Canada:** [An Act to amend the Tobacco Act and the Non-smokers’ Health Act and to make consequential amendments to other Acts](#), adopted May 23, 2018.

60. **Canada:** [Draft Tobacco Products Regulations \(Plain and Standardized Appearance\)](#), released June 22, 2018, published in the *Canada Gazette, Part I*, June 23, 2018, with consultation period ending Sept. 6, 2018; Health Canada, [“Government of Canada is consulting on proposed regulations for plain and standardized appearance for tobacco products”](#) June 22, 2018 (news release).

61. **Belgium:** Maggie De Block, Minister of Social Affairs and Public Health, [“Bientôt des paquets neutres pour les produits du tabac”](#) Sept. 7, 2018 (news release).

62. **Thailand:** [Tobacco Products Control Act of A.D. 2017](#), adopted April 2, 2017, article 38.

63. **Georgia:** [Law No. 4059-RS on Tobacco Control \(2010\), as amended by Law No. 859-ILC of May 17, 2017](#) (signed by President May 30, 2017), Article 4, subparagraph 2(c).

64. **Singapore:** Singapore Ministry of Health, [“Public consultation on standardized packaging and enlarged graphic health warnings for tobacco products”](#) February 4, 2018 (news release).

65. **Nepal:** Gagan Kumar Thapa, Nepal’s Minister of Health, address to South Asia Tobacco Control Leadership Program, May 8, 2017, Kathmandu, Nepal; Himalyan News Service [“South Asian tobacco control leadership meet concludes”](#) Himalyan Times, May 14, 2017.

66. **Sri Lanka:** [“Cabinet approves standard packaging for tobacco products”](#) Colombo Gazette, April 11, 2018.

67. **South Africa:** [Draft Control of Tobacco Products and Electronic Delivery Systems Bill of 2018](#) published for comment May 9, 2018, with consultation period ending August 9, 2018.

68. **Romania:** [Law no. 201 of 2016 regarding the conditions for manufacturing, presentation and selling of tobacco products and modifying the Law no. 349/2002 regarding prevention and counteracting the effects of tobacco consumption](#), Article 24.

69. **Jersey, Guernsey:** Minister for Health and Social Services, [“Tobacco: Plain Packaging Standardisation: Law drafting instructions”](#) Decision Reference MD-HSS-2017-0063, July 3, 2017.

70. **Taiwan:** Draft [Tobacco Hazards Prevention Act Amendment Bill](#), notified to World Trade Organization, Feb. 13, 2017, G/TBT/N/TPKM/264. See Article 6 of draft bill.

71. **Chile:** [Bill that adapts national legislation to the standard of the World Health Organization Framework Convention on Tobacco Control](#), Bulletin N°8.886-11 (S): Bill with regulatory authority approved by Senate July 9, 2015, approved by House Health Committee January 22, 2018, forwarded to House Agricultural Committee Mar. 14, 2018.

72. **Finland:** Finland Ministry of Social Affairs and Health, [“Roadmap to a Tobacco-Free Finland: Action Plan on Tobacco Control”](#), published June 27, 2014.

73. **Turkey:** Government of Turkey, [Turkish National Tobacco Control Program and Plan of Action 2015-2018](#), p.27, item 1.1.

74. **Turkey:** Dogan News Agency, [“Turkish gov’t mulls standardizing cigarette packaging to discourage smoking”](#) Hurriyet Daily News, February 9, 2018.

75. **Saudi Arabia:** Notification to World Trade Organization, Sept. 12, 2018, G/TBT/N/SAU/1086.

76. **European Union:** [Tobacco Products Directive, 2014/40/EU](#), Article 24(2).

77. **Timor-Leste:** [Ministerial Statutory Order N° 10/2018 of May 9, Regulations for Labelling of Tobacco Products.](#)

Front Cover: Packages from United Kingdom, France, Ireland and Hungary

Back Cover: Packages from New Zealand



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Canadian Cancer Society
Société canadienne du cancer



FRAMEWORK CONVENTION
ALLIANCE

SMOKING IS A MAJOR CAUSE OF STROKE

SMOKING IS NOT ATTRACTIVE