



NINTH EDITION - OCTOBER 2025

CIGARETTE PACKAGE HEALTH WARNINGS

INTERNATIONAL STATUS REPORT



Canadian
Cancer
Society

LARGER, PICTURE HEALTH WARNINGS AND PLAIN PACKAGING: CONTINUING GLOBAL PROGRESS

This report – *Cigarette Package Health Warnings: International Status Report* – provides an international overview ranking 212 countries/jurisdictions based on warning size, and lists those that have finalized requirements for picture warnings and plain packaging. Regional breakdowns are also provided. This report is in its ninth edition, with the eighth edition dated October 2023.

There has been tremendous progress internationally in implementing package health warnings, with many countries increasing warning size, more countries requiring picture warnings, and more countries requiring multiple rounds of picture warnings. The worldwide trend for larger, picture health warnings is continuing. There is also continuing international progress for implementation of plain packaging.

Report highlights:

- 140 countries/jurisdictions worldwide now require picture warnings, covering 66% of the world's population and representing a global public health achievement. Canada was the first country to implement picture warnings in 2001.
- Timor-Leste (East Timor) and Türkiye have the largest warning requirements in the world at 92.5% on average of the package front and back. Gambia, Maldives, Nepal, and Vanuatu are tied for third at 90%.
- 130 countries/jurisdictions require warnings to cover at least 50% of the package front and back (on average), up from 127 in 2023 and 24 in 2008. There are now 77 countries/jurisdictions with a size of at least 65% (on average) of the package front and back, and 11 with at least 85%. However, there are still 47 countries, including 39 Parties to the WHO Framework Convention on Tobacco Control (FCTC), that have not met the FCTC obligation for a minimum 30% warning size.
- Progress since the 2023 report includes Israel and British Virgin Islands finalizing requirements for picture warnings for the first time, with sizes of 70% and 60%, respectively. Colombia has implemented its 16th round of picture warnings, and Ecuador, Mexico and Panama their 14th. Picture warning requirements in Nicaragua (2022, 50% size) have also been identified and included in this report.
- Nepal set a world first by adopting picture warning requirements to cover 100% of the package front and back, intended for implementation August 17, 2025, but this has been delayed by a legal challenge. Increases in warning size since the 2023 report include Gambia from 81.5% to 90% (15th rank to 3rd); Turkmenistan 65% to 75% (31st rank to 18th); Iceland from 48% to 65% (128th rank to 31st); Malaysia from 55% to 65% (from 89th rank to 31st); and Uzbekistan from 40% to 65% (133rd rank to 31st).
- Australia became the second country to require warnings directly on individual cigarettes, effective at retail on July 1, 2025. This followed Canada's milestone as the first country to do so in 2024. Australia also became the second country to require package inserts/interior messages, effective at retail on July 1, 2025, with Canada having first done so in 2001.

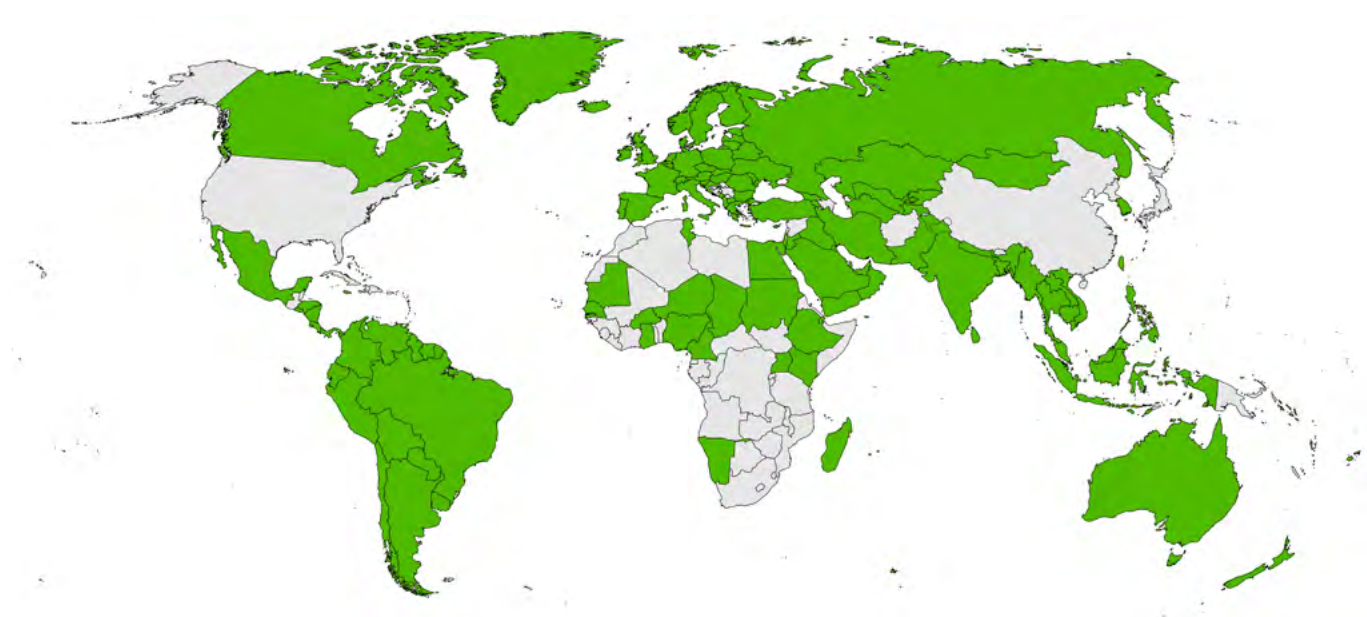
- There are at least 44 countries/jurisdictions moving forward with plain packaging, with 27 having adopted the measure, 3 having it in practice, and 14 working on it. As of the 2023 report, 25 had adopted the measure. Plain packaging was first implemented in Australia in 2012. Since the 2023 report, plain packaging has been adopted by Iceland and Syria, effective in 2027.

These countries/jurisdictions are the global leaders in cigarette package health warning size:

Rank	Average Size	Country/Jurisdiction	Front	Back
1st	92.5%	Timor-Leste	85%	100%
1st	92.5%	Türkiye	85%	100%
3rd	90%	Gambia	90%	90%
3rd	90%	Maldives	90%	90%
3rd	90%	Nepal	90%	90%
3rd	90%	Vanuatu	90%	90%
7th	90%	Mauritius	80%	100%
8th	87.5%	New Zealand	75%	100%
9th	85%	Hong Kong (S.A.R., China)	85%	85%
9th	85%	India	85%	85%
9th	85%	Thailand	85%	85%

- 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 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 curbs the industry's use of the package as a promotional vehicle, reduces the appeal of tobacco products, increases the effectiveness of package warnings, curbs package deception, and decreases tobacco use. Plain packaging is recommended for consideration by international guidelines under the FCTC.

MAP OF COUNTRIES/JURISDICTIONS REQUIRING PICTURE WARNINGS ON CIGARETTE PACKAGES



COUNTRIES/JURISDICTIONS REQUIRING PICTURE WARNINGS ON CIGARETTE PACKAGES

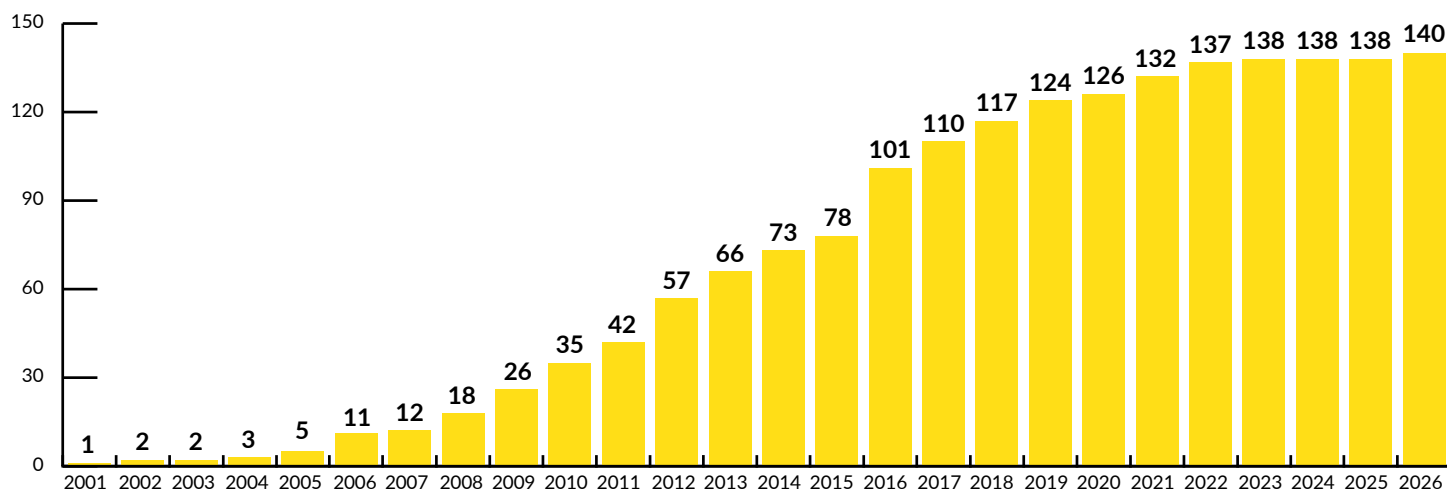


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COUNTRIES REQUIRING PICTURE WARNINGS

At least 140 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; 2024, 2 sets rotated every 24 months) ⁹
2. **Brazil** (2002; 2004; 2009; 2018; 2025)
3. **Singapore** (2004; 2006; 2013; 2020)
4. **Thailand** (2005; 2007; 2010; 2014; 2019; 2022)
5. **Venezuela** (2005; 2009; 2014)
6. **Jordan** (2006; 2013)
7. **Australia** (2006; 2012; 2025; 2 sets rotated every 12 months for both 2006 and 2012 rounds) ⁵
8. **Uruguay** (2006; 2008; 2009; 2010; 2012; 2013; 2014; 2015; 2019)
9. **Panama** (2006; 2009; 2010; 2012; 2014; 2015; 2016; 2017; 2019; 2021; 2022; 2023; 2024; 2025)
10. **Belgium** (2006; 3 sets rotated every 12 months starting 2011; 2016*)
11. **Chile** (2006; 2007; 2008; 2009; 2010; 2011; 2012; 2013; 2016; 2018; 2021; 2025) ³²
12. **Hong Kong (S.A.R. China)** (2007; 2018)
13. **New Zealand** (2008; 2018; 2 sets rotated every 12 months for both 2008 and 2018 rounds) ³
14. **Romania** (2008; 2016*)
15. **United Kingdom** (2008; 2016; 2021)
16. **Egypt** (2008; 2010; 2012; 2014; 2016; 2021)
17. **Brunei** (2008; 2012)
18. **Cook Islands** (2008) ⁶
19. **Iran** (2009) ³⁵
20. **Malaysia** (2009; 2014; 2025)
21. **Taiwan, China** (2009; 2014; 2020; 2024)
22. **Peru** (2009; 2011; 2014; 2015; 2016; 2019)
23. **Djibouti** (2009) ³³
24. **Mauritius** (2009; 2023) ²
25. **India** (2009; 2011; 2013; 2016; 2018; 2020; 2022; 2025) ⁴
26. **Cayman Islands (UK)** (2009) ⁵²
27. **Latvia** (2010; 2016*)
28. **Pakistan** (2010; 2018; 2019)
29. **North Macedonia** (2010)
30. **Switzerland** (2010; 2026, 3 sets rotated every 24 months)
31. **Liechtenstein** (2010; 2026, 3 sets rotated every 24 months) ³⁰
32. **Mongolia** (2010; 2013; 2018) ³⁷
33. **Colombia** (2010; 2011; 2012; 2013; 2014; 2015; 2016; 2017; 2018; 2019; 2020; 2021; 2022; 2023; 2024; 2025)
34. **Türkiye** (2010; 2019; 2021)
35. **Mexico** (2010; 2011; 2012; 2013; 2014; 2015; 2016; 2017; 2018; 2019; 2020; 2021; 2023; 2024) ²⁴
36. **Norway** (2011)
37. **Malta** (2011; 2016*)
38. **France** (2011; 2016*) ¹⁹
39. **Guernsey** (2011; 2021) ²⁰
40. **Spain** (2011; 2017*)
41. **Bolivia** (2011; 2015)
42. **French Polynesia (France)** (2011)
43. **Jersey** (2012; 2022) ²⁰
44. **Ukraine** (2012; 2024, 3 sets rotated every 12 months)
45. **Honduras** (2012; 2013; 2014; 2015; 2018; 2019; 2021) ³⁴
46. **Madagascar** (2012; 2013; 2015; 2016) ³⁶
47. **Denmark** (2012; 2016*)
48. **Ecuador** (2012; 2013; 2014; 2015; 2016; 2017; 2018; 2019; 2020; 2021; 2022; 2023; 2024; 2025)
49. **Argentina** (2012; 2014; 2016; 2019; 2022)
50. **El Salvador** (2012; 2015)
51. **Bahrain** (2012)
52. **Kuwait** (2012)
53. **Oman** (2012; 2024)
54. **Qatar** (2012)
55. **Saudi Arabia** (2012; 2019)
56. **United Arab Emirates** (2012)
57. **Hungary** (2012; 2016*) ²¹
58. **Macau (S.A.R. China)** (2013)
59. **Iceland** (2013; 2026, 3 sets rotated every 12 months)
60. **Ireland** (2013; 2016*)
61. **Kazakhstan** (2013; 2017)
62. **Russia** (2013; 2017)
63. **Seychelles** (2013; 2016)
64. **Fiji** (2013)
65. **Vietnam** (2013)
66. **Montenegro** (2013)
67. **Indonesia** (2014; 2019)
68. **Nepal** (2014; 2015) ¹
69. **Costa Rica** (2014; 2015; 2016; 2018; 2021; 2022; 2023; 2024; 2025)
70. **Jamaica** (2014, 2 sets rotated every 12 months)
71. **Suriname** (2014; 2018)
72. **Yemen** (2014)
73. **Samoa** (2014)
74. **Sri Lanka** (2015) ⁷
75. **Solomon Islands** (2015, 2 sets rotated every 12 months)
76. **Turkmenistan** (2015; 2022; 2024) ¹³
77. **Namibia** (2015)
78. **Chad** (2015; 2019; 2021; 2024)
79. **Philippines** (2016; 2018; 2020; 2022; 2024, 2026)
80. **Myanmar** (2016; 2025) ¹¹
81. **Austria** (2016*)
82. **Bulgaria** (2016*)
83. **Czechia** (2016*)
84. **Estonia** (2016*)
85. **Finland** (2016*)
86. **Germany** (2016*)
87. **Greece** (2016*)
88. **Italy** (2016*)
89. **Lithuania** (2016*)
90. **Netherlands** (2016*)
91. **Poland** (2016*)
92. **Portugal** (2016*)
93. **Slovakia** (2016*)
94. **Sweden** (2016*)
95. **Cambodia** (2016; 2018; 2021; 2024)
96. **Bangladesh** (2016)
97. **South Korea** (2016; 2018; 2020; 2022; 2024)
98. **Kenya** (2016)
99. **Greenland (Denmark)** (2016)
100. **Sudan & Khartoum state** (2016) ⁴⁷
101. **Kyrgyzstan** (2016; 2017)
102. **Armenia** (2017)
103. **Belarus** (2017)
104. **Croatia** (2017*)
105. **Cyprus** (2017*)
106. **Luxembourg** (2017*)
107. **Saint Lucia** (2017, 2 sets rotated every 12 months)
108. **Senegal** (2017; 2019; 2021; 2023; 2025) ¹⁶
109. **Slovenia** (2017*)
110. **Vanuatu** (2017)
111. **Laos** (2018) ¹⁰
112. **Timor-Leste** (2018)
113. **Georgia** (2018)
114. **Moldova** (2018, 2 sets rotated every 12 months)
115. **Turks and Caicos Islands (UK)** (2018) ⁴⁰
116. **Ghana** (2018)
117. **Paraguay** (2018; 2024; 2 sets rotated every 12 months for both 2018 and 2024 rounds)
118. **Tajikistan** (2019) ¹²
119. **Cameroon** (2019; 2021)
120. **Guyana** (2019, 2 sets rotated every 12 months)
121. **Iraq** (2019)
122. **Burkina Faso** (2019; 2021; 2024) ²⁶
123. **Maldives** (2019)
124. **Åland (Finland)** (2019*) ¹⁷
125. **Ethiopia** (2020; 2022, 2024)
126. **Niue** (2020) ²⁸
127. **Nigeria** (2021; 2023; 2025) ²⁷
128. **Uzbekistan** (2021; 2024)
129. **Gambia** (2021; 2025)
130. **Mauritania** (2021) ¹⁴
131. **Uganda** (2021)
132. **Northern Ireland (UK)** (2021, 3 sets rotated every 12 months) ²²
133. **Albania** (2022) ¹⁸
134. **Trinidad and Tobago** (2022, 2 sets rotated every 12 months) ³⁹
135. **Niger** (2022) ¹⁵
136. **Nicaragua** (2022) ³⁸
137. **San Marino** (2022) ²³
138. **Tunisia** (2023)
139. **British Virgin Islands (UK)** (2026, 2 sets rotated every 6 months) ²⁵
140. **Israel** (2026, 2 sets rotated every 12 months)

* For EU countries there is a rotation of 3 sets of 14 warnings every 12 months pursuant to Directive 2014/40/EU.

PICTURE WARNINGS BY REGION

16 African Region (AFR)

Burkina Faso, Cameroon, Chad, Ethiopia, Gambia, Ghana, Kenya, Madagascar, Mauritania, Mauritius, Namibia, Niger, Nigeria, Senegal, Seychelles, Uganda

25 Americas Region (AMR)

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

15 Eastern Mediterranean Region (EMR)

Bahrain, Djibouti, Egypt, Iran, Iraq, Jordan, Kuwait, Oman, Pakistan, Qatar, Saudi Arabia, Sudan & Khartoum state, Tunisia, United Arab Emirates, Yemen

8 South East Asian Region (SEAR)

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

54 European Region (EUR)

Åland (Finland), Albania, Armenia, Austria, Belarus, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Greenland (Denmark), Guernsey, Hungary, Iceland, Ireland, Israel, Italy, Jersey, Kazakhstan, Kyrgyzstan, Latvia, Liechtenstein, Lithuania, Luxembourg, Malta, Moldova, Montenegro, Netherlands, North Macedonia, Northern Ireland (UK), Norway, Poland, Portugal, Romania, Russia, San Marino, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Türkiye, Turkmenistan, Ukraine, United Kingdom, Uzbekistan

22 Western Pacific Region (WPR)

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



TÜRKİYE (FRONT)



TIMORE-LESTE (FRONT)



GAMBIA (FRONT)



NEPAL



AUSTRALIA (BACK)

THE HISTORICAL EVOLUTION OF THE WORLD'S LARGEST CIGARETTE PACKAGE HEALTH WARNINGS

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	50%	Canada, 2001	82.5%	Australia, 2012
25%	Thailand, 1993	56%	Belgium, 2003 (including border) #	85%	Thailand, 2014
29%	Australia, 1995	60%	Australia, 2006	90%	Nepal, 2015
30%	Poland, 1998	65%	Mauritius, June 2009	92.5%	Timor-Leste, 2018
35%	Canada, 1994 (including border) # *	80%	Uruguay, November 2009		

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. Australia (1995) and Poland (1998) are included in the listing because respectively at the time they had the world's largest warning size without a border.

LARGEST WARNING SIZE BY REGION

This section provides regional leaders based on the average size of front and back warnings. 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. Similarly, for the graphs on page 7, the number of countries/jurisdictions requiring at least 30% or 50% is based on the average size of the front and back.

Americas Region (AMR)

80% Uruguay (80%, 80%)
 75% Canada (75%, 75%)⁹
 65% Brazil (30%, 100%)
 65% Mexico (30%, 100%)²⁴
 65% Venezuela (30%, 100%)
 60% British Virgin Islands (UK) (60%, 60%)²⁵
 60% Ecuador (60%, 60%)
 60% Guyana (60%, 60%)
 60% Jamaica (60%, 60%)

European Region (EUR)

92.5% Türkiye (85%, 100%)
 75% Israel (75%, 75%)
 75% Tajikistan (75%, 75%)
 75% Turkmenistan (75%, 75%)¹³
 65% Åland (Finland) (65%, 65%)¹⁷
 65% Albania (65%, 65%)
 65% EU countries (65%, 65%)
 65% Georgia (65%, 65%)
 65% Guernsey (65%, 65%)²⁰
 65% Jersey (65%, 65%)²⁰

65% Moldova (65%, 65%)

65% Northern Ireland (UK) (65%, 65%)²²

65% San Marino (65%, 65%)²³

65% Ukraine (65%, 65%)

65% United Kingdom (65%, 65%)

65% Uzbekistan (65%, 65%)

Eastern Mediterranean Region (EMR)

70% Tunisia (70%, 70%)

65% Oman (65%, 65%)

65% Saudi Arabia (65%, 65%)

60% Pakistan (60%, 60%)

African Region (AFR)

90% Gambia (90%, 90%)

90% Mauritius (80%, 100%)²

80% Chad (80%, 80%)

78% Ethiopia (78%, 78%)⁸

70% Cameroon (70%, 70%)

70% Mauritania (70%, 70%)¹⁴

70% Niger (70%, 70%)¹⁵

70% Senegal (70%, 70%)¹⁶

South East Asian Region (SEAR)

92.5% Timor-Leste (85%, 100%)

90% Maldives (90%, 90%)

90% Nepal (90%, 90%)¹

85% India (85%, 85%)⁴

85% Thailand (85%, 85%)

80% Sri Lanka (80%, 80%)⁷

75% Myanmar (75%, 75%)¹¹

Western Pacific Region (WPR)

90% Vanuatu (90%, 90%)

87.5% New Zealand (75%, 100%)³

85% Hong Kong (S.A.R. China) (85%, 85%)

82.5% Australia (75%, 90%)⁵

82.5% Cook Islands (75%, 90%)⁶

75% Brunei (75%, 75%)

75% Laos (75%, 75%)¹⁰

75% Singapore (75%, 75%)

OBLIGATIONS UNDER THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL

Pursuant to Article 11 of the WHO Framework Convention on Tobacco Control (FCTC),⁶⁷ 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 picture 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”, or environmental) may be included. Under the FCTC, no exceptions are allowed for duty-free stores, or for small volume brands. Each Party must

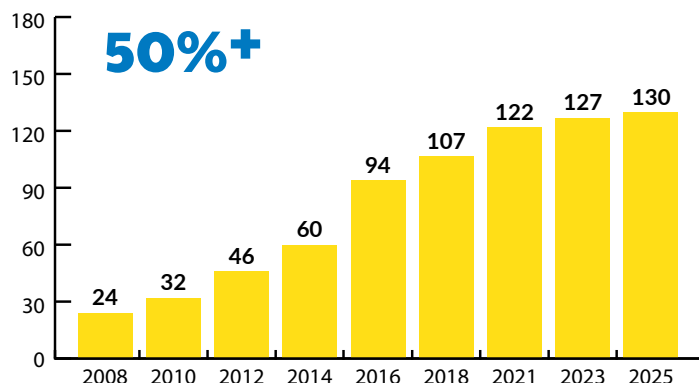
implement warning requirements pursuant to Article 11 within three years after the FCTC comes into force for that Party.

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”. At least 138 countries/jurisdictions have specifically prohibited “light” and/or “mild” descriptors for cigarettes, and often other misleading descriptors as well.⁶⁸

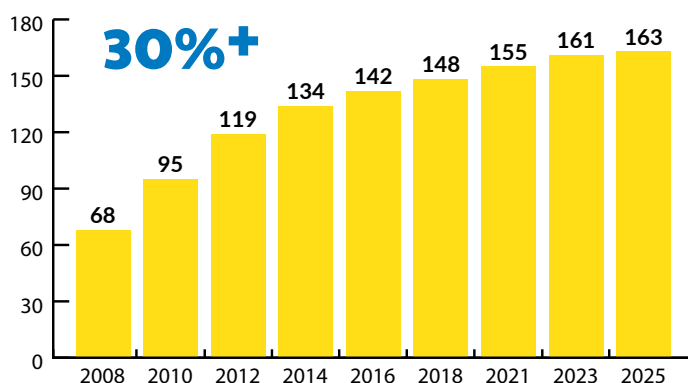


FCTC
 WHO FRAMEWORK CONVENTION
 ON TOBACCO CONTROL

COUNTRIES/JURISDICTIONS WITH A WARNING SIZE OF AT LEAST 50%



COUNTRIES/JURISDICTIONS WITH A WARNING SIZE OF AT LEAST 30%



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 everyone who smokes (and consumers of other tobacco products) every day. Warnings are always working – 24 hours per day, 7 days per week. A pack a day means taking a 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 has opposed larger, picture warnings to protect sales volumes – if such warnings would not work, then why has the industry so often opposed? An abundance of research studies⁶⁹ as well as country experience provide overwhelming evidence about the beneficial impact of larger, picture warnings.⁷⁰

Larger size is more effective

The FCTC Article 11 Guidelines⁷¹ 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 140 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),⁷² and should be placed at the top of the front/back, not the bottom, as provided in the Article 11 Guidelines.⁷¹ The table on pages 8–12 lists sizes for both the package front and back, recognizing that the front is more important due to greater visibility. There should be a large number of warnings appearing concurrently, and each set of warnings should be changed frequently, such as every 12 months, to convey information on the many health effects, and to keep warnings fresh and reduce wear out.

INTERNATIONAL RANKINGS

	Rank	Country / Jurisdiction		Picture Warnings	Average Front / Back	Front	Back	EU Member States	Plain Packaging	Less than 30% Minimum Size	Article 11	ECTC Deadline	Pictures on Only One of Front/Back	Number of Rotated picture Warnings	Picture Warnings Year(s)
1	1	Timor-Leste	✓	92.5	85	100							6	2018	
2	1	Türkiye	✓	92.5	85	100		PP					14	2010, 2019, 2021	
3	3	Gambia	✓	90	90	90							2 ^	2021, 2025	
4	3	Maldives	✓	90	90	90							1	2019	
5	3	Nepal ¹	✓	90	90	90							5	2014, 2015	
6	3	Vanuatu	✓	90	90	90							6	2017	
7	7	Mauritius ²	✓	90	80	100		PP					8	2009, 2023	
8	8	New Zealand ³	✓	87.5	75	100		PP					2x7	2008, 2018	
9	9	Hong Kong (S.A.R., China)	✓	85	85	85			#				12	2007, 2018	
10	9	India ⁴	✓	85	85	85							1	2009, 2011, 2013, 2016, 2018, 2020, 2022, 2025	
11	9	Thailand	✓	85	85	85		PP					10 ^	2005, 2007, 2010, 2014, 2019, 2022	
12	12	Australia ⁵	✓	82.5	75	90		PP					10 ^	2006, 2012, 2025	
13	12	Cook Islands ⁶	✓	82.5	75	90		**					2x7	2008	
14	14	Chad	✓	80	80	80							2 ^	2015, 2019, 2021, 2024	
15	14	Sri Lanka ⁷	✓	80	80	80							~7 ^	2015	
16	14	Uruguay	✓	80	80	80		PP					8 ^	2006, 2008, 2009, 2010, 2012, 2013, 2014, 2015, 2019	
17	17	Ethiopia ⁸	✓	78	78	78							4	2020, 2022, 2024	
18	18	Brunei	✓	75	75	75							7	2008, 2012	
19	18	Canada ⁹	✓	75	75	75		PP					2x14-13	2001, 2012, 2024	
20	18	Israel	✓	75	75	75		PP					2x13	2026	
21	18	Laos ¹⁰	✓	75	75	75							6	2018	
22	18	Myanmar ¹¹	✓	75	75	75		PP					5	2016, 2025	
23	18	Singapore	✓	75	75	75		PP					6	2004, 2006, 2013, 2020	
24	18	Tajikistan ¹²	✓	75	75	75							14	2019	
25	18	Turkmenistan ¹³	✓	75	75	75							9	2015, 2022, 2024	
26	26	Cameroon	✓	70	70	70							2 ^	2019, 2021	
27	26	Mauritania ¹⁴	✓	70	70	70							2	2021	
28	26	Niger ¹⁵	✓	70	70	70							4x2 ^	2022	
29	26	Senegal ¹⁶	✓	70	70	70							1	2017, 2019, 2021, 2023, 2025	
30	26	Tunisia	✓	70	70	70							2	2023	
31	31	Åland (Finland) ¹⁷	✓	65	65	65	##		#				3x14	2019	
32	31	Albania ¹⁸	✓	65	65	65							11	2022	
33	31	Austria	✓	65	65	65	✓						3x14	2016	
34	31	Belgium	✓	65	65	65	✓	PP					3x14	2006, 2011, 2016	
35	31	Bulgaria	✓	65	65	65	✓						3x14	2016	
36	31	Croatia	✓	65	65	65	✓						3x14	2017	
37	31	Cyprus	✓	65	65	65	✓						3x14	2017	
38	31	Czechia	✓	65	65	65	✓						3x14	2016	
39	31	Denmark	✓	65	65	65	✓	PP					3x14	2012, 2016	
40	31	Estonia	✓	65	65	65	✓						3x14	2016	
41	31	Finland	✓	65	65	65	✓	PP					3x14	2016	
42	31	France ¹⁹	✓	65	65	65	✓	PP					3x14	2011, 2016	
43	31	Georgia	✓	65	65	65		PP				X	9	2018	
44	31	Germany	✓	65	65	65	✓						3x14	2016	
45	31	Greece	✓	65	65	65	✓						3x14	2016	
46	31	Guernsey ²⁰	✓	65	65	65		PP					13	2011, 2021	
47	31	Hungary ²¹	✓	65	65	65	✓	PP					3x14	2012, 2016	
48	31	Iceland	✓	65	65	65	##	PP					3x14	2013, 2026	

	Rank	Country / Jurisdiction	Picture Warnings	Average Front / Back	Front	Back	EU Member States	Plain Packaging	Less than 30% Minimum Size	Article 11	FC TC Deadline	Pictures on Only One of Front/Back	Number of Rotated Picture Warnings	Picture Warnings Year(s)
49	31	Ireland	✓	65	65	65	✓	PP				3x14	2013, 2016	
50	31	Italy	✓	65	65	65	✓					3x14	2016	
51	31	Jersey ²⁰	✓	65	65	65		PP				13	2012, 2022	
52	31	Latvia	✓	65	65	65	✓					3x14	2010, 2016	
53	31	Lithuania	✓	65	65	65	✓					3x14	2016	
54	31	Luxembourg	✓	65	65	65	✓					3x14	2017	
55	31	Malaysia	✓	65	65	65						6	2009, 2014, 2025	
56	31	Malta	✓	65	65	65	✓					3x14	2011, 2016	
57	31	Moldova	✓	65	65	65						2x7	2018	
58	31	Netherlands	✓	65	65	65	✓	PP				3x14	2016	
59	31	Northern Ireland (UK) ²²	✓	65	65	65	##					3x14	2021	
60	31	Oman	✓	65	65	65		PP				3	2012, 2024	
61	31	Poland	✓	65	65	65	✓					3x14	2016	
62	31	Portugal	✓	65	65	65	✓					3x14	2016	
63	31	Romania	✓	65	65	65	✓					3x14	2008, 2016	
64	31	San Marino ²³	✓	65	65	65						3x14	2022	
65	31	Saudi Arabia	✓	65	65	65		PP				3	2012, 2019	
66	31	Slovakia	✓	65	65	65	✓					3x14	2016	
67	31	Slovenia	✓	65	65	65	✓	PP				3x14	2017	
68	31	Spain	✓	65	65	65	✓					3x14	2011, 2017	
69	31	Sweden	✓	65	65	65	✓					3x14	2016	
70	31	Togo		65	65	65								
71	31	Uganda	✓	65	65	65						4	2021	
72	31	Ukraine	✓	65	65	65						3x14	2012, 2024	
73	31	United Kingdom	✓	65	65	65		PP				13	2008, 2016, 2021	
74	31	Uzbekistan	✓	65	65	65						12	2021, 2024	
75	75	Brazil	✓	65	30	100					X	7	2002, 2004, 2009, 2018, 2025	
76	75	Mexico ²⁴	✓	65	30	100					X	4x3-4	2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2023, 2024	
77	75	Venezuela	✓	65	30	100					X	12	2005, 2009, 2014	
78	78	British Virgin Islands (UK) ²⁵	✓	60	60	60			#			2x8	2026	
79	78	Burkina Faso ²⁶	✓	60	60	60						1	2019, 2021, 2024	
80	78	Ecuador	✓	60	60	60						6	2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025	
81	78	Guyana	✓	60	60	60						2x4	2019	
82	78	Jamaica	✓	60	60	60						2x8	2014	
83	78	Nigeria ²⁷	✓	60	60	60						1	2021, 2023, 2025	
84	78	Pakistan	✓	60	60	60						1	2010, 2018, 2019	
85	85	Fiji	✓	60	30	90						5	2013	
86	85	Niue ²⁸	✓	60	30	90						2x7	2020	
87	85	Samoa	✓	60	30	90						14	2014	
88	88	Namibia ²⁹	✓	58	53	63						12	2015	
89	89	Liechtenstein ³⁰	✓	56	48	63			#		X	3x15	2010, 2026	
90	89	Switzerland	✓	56	48	63			#		X	3x15	2010, 2026	
91	91	Cambodia	✓	55	55	55						2	2016, 2018, 2021, 2024	
92	92	Ghana	✓	55	50	60						6 ^	2018	
93	93	Japan ³¹		51	51	51								

	Rank	Country / Jurisdiction	Picture Warnings	Average Front / Back	Front	Back	EU Member States	Plain Packaging	Less than 30% Minimum Size	Article 11	FCTC Deadline	Pictures on Only One of Front / Back	Number of Rotated Picture Warnings	Picture Warnings Year(s)
94	94	Solomon Islands	✓	50	70	30						2x5	2015	
95	95	Argentina	✓	50	50	50		#			X	10	2012, 2014, 2016, 2019, 2022	
96	95	Armenia	✓	50	50	50						12	2017	
97	95	Bahrain	✓	50	50	50						4	2012	
98	95	Bangladesh	✓	50	50	50						7	2016	
99	95	Belarus	✓	50	50	50						12	2017	
100	95	Bolivia	✓	50	50	50						8	2011, 2015	
101	95	Chile ³²	✓	50	50	50						8 ^	2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2016, 2018, 2021, 2025	
102	95	Costa Rica	✓	50	50	50						12 ^	2014, 2015, 2016, 2018, 2021, 2022, 2023, 2024, 2025	
103	95	Djibouti ³³	✓	50	50	50						3x3-4	2009	
104	95	Egypt	✓	50	50	50						4	2008, 2010, 2012, 2014, 2016, 2021	
105	95	El Salvador	✓	50	50	50						10 ^	2012, 2015	
106	95	Gibraltar (UK)		50	50	50								
107	95	Honduras ³⁴	✓	50	50	50						8 ^	2012, 2013, 2014, 2015, 2018, 2019, 2021	
108	95	Iran ³⁵	✓	50	50	50						1	2009	
109	95	Kazakhstan	✓	50	50	50						12	2013, 2017	
110	95	Kuwait	✓	50	50	50						4	2012	
111	95	Kyrgyzstan	✓	50	50	50						12	2016, 2017	
112	95	Macau (S.A.R., China)	✓	50	50	50		#				6	2013	
113	95	Madagascar ³⁶	✓	50	50	50					X	4	2012, 2013, 2015, 2016	
114	95	Mongolia ³⁷	✓	50	50	50						6	2010, 2013, 2018	
115	95	Nicaragua ³⁸	✓	50	50	50							2022	
116	95	Panama	✓	50	50	50						5	2006, 2009, 2010, 2012, 2014, 2015, 2016, 2017, 2019, 2021, 2022, 2023, 2024, 2025	
117	95	Peru	✓	50	50	50						10 ^	2009, 2011, 2014, 2015, 2016, 2019	
118	95	Philippines	✓	50	50	50						12	2016, 2018, 2020, 2022, 2024, 2026	
119	95	Qatar	✓	50	50	50						4	2012	
120	95	Russia	✓	50	50	50						12	2013, 2017	
121	95	Saint Lucia	✓	50	50	50						2x8	2017	
122	95	Seychelles	✓	50	50	50						8	2013, 2016	
123	95	South Korea (Republic of Korea)	✓	50	50	50						10	2016, 2018, 2020, 2022, 2024	
124	95	Suriname	✓	50	50	50						6	2014, 2018	
125	95	Taiwan, China	✓	50	50	50		#				8 ^	2009, 2014, 2020, 2024	
126	95	Trinidad and Tobago ³⁹	✓	50	50	50						2x8	2022	
127	95	Turks and Caicos Islands (UK) ⁴⁰	✓	50	50	50		#				1-4	2018	
128	95	United Arab Emirates	✓	50	50	50						4	2012	
129	95	Vietnam	✓	50	50	50						6	2013	
130	95	Yemen	✓	50	50	50						4	2014	
131	131	Norway	✓	48	43	53	*	PP			X	14	2011	
132	132	Lebanon ⁴¹		45	45	45								
133	133	Jordan ⁴²	✓	43	43	43					X	4	2006, 2013	
134	134	Bosnia and Herzegovina ⁴³		43	35	50	*							
135	135	Comoros		40	40	40								
136	135	Indonesia	✓	40	40	40		#				5	2014, 2019	
137	135	Iraq	✓	40	40	40					X	4 ^	2019	
138	135	Paraguay ⁴⁴	✓	40	40	40						2x2	2018, 2024	

	Rank	Country / Jurisdiction		Picture Warnings	Average Front / Back	Front	Back	EU Member States	Plain Packaging	Less than 30% Minimum Size	Article 11 FCTC Deadline	Pictures on Only One of Front/Back	Number of Rotated Picture Warnings	Picture Warnings Year(s)
139	139	Kenya	✓	40	30	50						11	2016	
140	140	Greenland (Denmark)	✓	39	32	45			#		X	14	2016	
141	140	Kosovo		39	32	45	*		#					
142	142	China		35	35	35								
143	143	Faroe Islands (Denmark)		35	30	40	*		#					
144	143	French Polynesia (France)	✓	35	30	40			#		X	2	2011	
145	143	Montenegro	✓	35	30	40	*				X	14	2013	
146	143	New Caledonia (France)		35	30	40			#					
147	143	North Macedonia	✓	35	30	40	*				X	14	2010	
148	143	Serbia		35	30	40	*							
149	149	Azerbaijan		30	30	30								
150	149	Benin ⁴⁵		30	30	30								
151	149	Bermuda (UK)		30	30	30			#					
152	149	Colombia	✓	30	30	30						6	2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025	
153	149	Congo		30	30	30								
154	149	D. R. Congo		30	30	30								
155	149	Eritrea ⁴⁶		30	30	30			#					
156	149	Guinea		30	30	30								
157	149	Mali		30	30	30								
158	149	Nauru		30	30	30								
159	149	Rwanda		30	30	30								
160	149	Sudan & Khartoum state ⁴⁷	✓	30	30	30					X	6	2016	
161	149	Tanzania ⁴⁸		30	30	30								
162	149	Tonga		30	30	30								
163	163	Cuba ⁴⁹		30	0	60			#					
164	164	Mozambique		28	30	25		X	Oct. 12, 2020					
165	165	Libya		25	50	0		X	Sep. 5, 2008					
166	166	South Africa ⁵⁰		21	16	26		X	Jul. 18, 2008					
167	167	Zimbabwe		20	15	25		X	Mar 4. 2018					
168	168	Syria ⁵¹		15	30	0	PP	X	Feb. 27, 2008					
169	169	Algeria		15	15	15		X	Sep. 28, 2009					
170	170	Cayman Islands (UK) ⁵²	✓	15	0	30			June. 12, 2026	X			2009	
171	171	Guatemala		13	25	0		X	Feb. 14, 2009					
172	172	West Bank and Gaza Strip		10	20	0			#					
173	173	Zambia ⁵³		5	5	5		X	Aug. 21, 2011					
174	174	Morocco ⁵⁴		5	0	10			#					
175	175	Afghanistan		0	0	0		X	Nov. 11, 2013					
176	175	Andorra ⁵⁵		0	0	0		X	Aug. 9, 2023					
177	175	Angola		0	0	0		X	Dec. 19, 2010					
178	175	Antigua and Barbuda		0	0	0		X	Sep. 3, 2009					
179	175	Bahamas		0	0	0		X	Feb. 1, 2013					
180	175	Barbados ⁵⁶		0	0	0		X	Feb. 1, 2009					
181	175	Belize		0	0	0		X	Mar. 15, 2009					
182	175	Bhutan ⁵⁷		0	0	0		X	Feb. 27, 2008					
183	175	Botswana		0	0	0		X	May 1, 2008					
184	175	Burundi		0	0	0		X	Feb. 20, 2009					
185	175	Cabo Verde		0	0	0		X	Jan. 2, 2009					

	Rank	Country / Jurisdiction	Picture Warnings	Average Front / Back	Front	Back	EU Countries	Plain Packaging	Less than 30% Minimum Size	Article 11 FCTC Deadline	Pictures on either of Front/Back	Number of Rotated Picture Warnings	Picture Warnings Year(s)
186	175	Central African Republic		0	0	0		X	Feb. 5, 2009				
187	175	Côte d'Ivoire ⁵⁸		0	0	0		X	Nov. 11, 2013				
188	175	Dominica		0	0	0		X	Oct. 22, 2009				
189	175	Dominican Republic		0	0	0			#				
190	175	Equatorial Guinea		0	0	0		X	Dec. 16, 2008				
191	175	Eswatini		0	0	0		X	Apr. 13, 2009				
192	175	Gabon ⁵⁹		0	0	0		X	May 21, 2012				
193	175	Grenada		0	0	0		X	Nov. 12, 2010				
194	175	Guinea-Bissau		0	0	0		X	Feb. 5, 2012				
195	175	Haiti		0	0	0			#				
196	175	Kiribati		0	0	0		X	Dec. 14, 2008				
197	175	Lesotho		0	0	0		X	Apr. 14, 2008				
198	175	Liberia		0	0	0		X	Dec. 14, 2012				
199	175	Malawi		0	0	0			Nov. 16, 2026				
200	175	Marshall Islands		0	0	0		X	Mar. 8, 2008				
201	175	Micronesia		0	0	0		X	Jun. 16, 2008				
202	175	Monaco ⁶⁰		0	0	0	**		#				
203	175	Palau		0	0	0		X	Feb. 27, 2008				
204	175	Papua New Guinea		0	0	0		X	Aug. 23, 2009				
205	175	Saint Kitts and Nevis		0	0	0		X	Sep. 19, 2014				
206	175	São Tomé and Príncipe		0	0	0		X	Jul. 11, 2009				
207	175	Sierra Leone		0	0	0		X	Aug. 20, 2012				
208	175	Somalia		0	0	0			#				
209	175	South Sudan		0	0	0			#				
210	175	St. Vincent and the Grenadines		0	0	0		X	Jan. 27, 2014				
211	175	Tuvalu		0	0	0		X	Dec. 25, 2008				
212	175	United States of America ⁶¹		0	0	0			#				

^ For individual cigarette packages, different picture warnings appear on package front and back.

Countries/jurisdictions that are not Parties to the FCTC.

** Countries/jurisdictions that implement plain packaging in practice because of the country from which packages are imported.

Countries/jurisdictions that follow EU Directive 2014/40/EU.⁶²

* Countries/jurisdictions that follow EU Directive 2001/37/EC.⁶³⁻⁶⁵

In the table, the indicated average size for the front and back has been rounded; for example 12.5% appears as 13%. For countries with an average size of at least 80%, the average size has not been rounded. For the number of rotated picture warnings, 2x7, for example, means 2 sets of 7 picture warnings.

Other country: North Korea (D.P.R. Korea) is not listed in this report as information was not confirmed.⁶⁶



INDIA (FRONT)



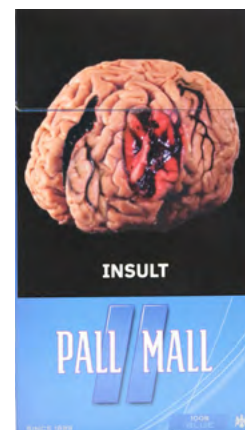
NEW ZEALAND (BACK)



SRI LANKA (FRONT)



TURKMENISTAN



UZBEKISTAN

WARNINGS ON INDIVIDUAL CIGARETTES

On May 31, 2023, Canada announced that it had finalized regulations to become the first country to require warnings directly on individual cigarettes.⁹² These warnings were required at retail July 31, 2024, for most cigarettes and April 30, 2025, for cigarettes of a shorter length (70.0 to 73.0 mm). Canada has 2 sets of 6 warnings for individual cigarettes. Australia became the second country to require warnings on individual cigarettes effective at retail level July 1, 2025, with a series of 8 rotated messages.⁹³

A warning on individual cigarettes reaches everyone who smokes in every community, every day, with every puff. It is a warning that cannot be ignored. The warning prompts discussion, including

during smoke breaks and in the media. Children at home will see cigarette butts with warnings in an ashtray and mention these when urging their parents to quit. Youth who experiment by obtaining a cigarette from a friend will see the warning, even if the package is not seen. In many countries, especially low-income countries, cigarettes may often be sold individually, thus increasing the importance of a warning directly on cigarettes.

Warnings on individual cigarettes provide more space for additional health messages that cannot fit on the package, given that there are so many health effects caused by smoking. This leads to a strengthened overall warning system.

There are more than 30 studies internationally providing evidence that warnings on individual cigarettes are effective. The FCTC Article 11 Guidelines recommend that governments consider implementing this measure.⁷¹ Tobacco companies have long placed brand names and logos on the filter overwrap portion of the cigarette, recognizing the value of this space for communication purposes. If tobacco companies can place messages on cigarettes to promote smoking, health ministries should instead be able to place messages to discourage smoking. With warnings on individual cigarettes, health ministries determine the messages, and tobacco companies pay the costs of printing.



Canadian warnings on individual cigarettes. There are 2 sets of 6 bilingual warnings. The image shows warnings in the first set.



Australian warnings on individual cigarettes, set of 8 messages.



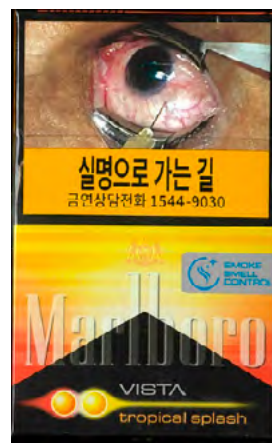
THAILAND (FRONT)



BURKINA FASO



CHINA



SOUTH KOREA



KENYA (FRONT)

PLAIN PACKAGING – CONTINUING INTERNATIONAL PROGRESS

Plain packaging prohibits brand colours, logos and design elements on packages, and requires 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 has the same colour (e.g. drab brown) for all brands. The brand name is allowed on packages, but only in a standard location, colour (e.g. light grey), font style and size.

Plain packaging curbs the industry's use of the package as a promotional vehicle, reduces the appeal of tobacco products, increases the effectiveness of package warnings, curbs package deception, and decreases tobacco use. Packages should not be used as mini-billboards promoting tobacco use. Both the Article 11⁷¹ and the Article 13⁷³ Guidelines under the FCTC recommend that Parties consider implementing plain packaging. Plain packaging is supported by extensive evidence.⁷⁴ The theme for the World Health Organization's World No Tobacco Day on May 31, 2016, was “Get Ready for Plain Packaging”.⁷⁵ Australia's world precedent setting plain packaging had full implementation at the retail level as of Dec. 1, 2012.

International progress on plain packaging continues. There are at least 44 countries/jurisdictions moving forward with plain packaging, of which 27 have adopted the measure, 3 have it in practice, and 14 are working on it. Plain packaging has been implemented in practice in the following countries/jurisdictions where packages are imported from a country with plain packaging – Monaco (from France), Cook Islands (from New Zealand), and Isle of Man (from the UK). Since the 2023 report, plain packaging has been adopted by Iceland and Syria.

SUMMARY OF IMPLEMENTATION DATES*

	Country/ Jurisdiction	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	Jul. 1, 2017	Jul. 1, 2018
5.	Ireland	Sept. 30, 2017	Sept. 30, 2018
6.	New Zealand	Mar. 14, 2018	Jun. 6, 2018
7.	Saudi Arabia	Aug. 23, 2019	Jan. 1, 2020
8.	Thailand	Sept. 10, 2019	Dec. 8, 2019
9.	Canada	Nov. 9, 2019	Feb. 7, 2020
10.	Türkiye	Dec. 5, 2019	Jan. 5, 2020
11.	Uruguay	Dec. 21, 2019	Dec. 21, 2019
12.	Slovenia	Jan. 1, 2020	Jan. 1, 2020
13.	Belgium	Jan. 1, 2020	Jan. 1, 2021
14.	Israel	Jan. 8, 2020	Jan. 8, 2020
15.	Singapore	Jul. 1, 2020	Jul. 1, 2020
16.	Netherlands	Oct. 1, 2020	Oct. 1, 2021
17.	Denmark	Jul. 1, 2021	Apr. 1, 2022
18.	Guernsey	Jul. 31, 2021	Jul. 31, 2022
19.	Hungary **	Jan. 1, 2022	Jan. 1, 2022
20.	Jersey	Jan. 1, 2022	Jul. 31, 2022
21.	Finland	May 1, 2023	May 1, 2023
22.	Mauritius #	May 31, 2023	May 31, 2023
23.	Oman ##	Apr. 4, 2024	Jul. 4, 2024
24.	Georgia	Mar. 1, 2025	Apr. 1, 2025
25.	Myanmar	Oct. 20, 2025	Oct. 20, 2025
26.	Iceland	May 1, 2027	May 1, 2027
27.	Syria	Jun. 25, 2027	Jun. 25, 2027

Monaco,⁶⁰ Cook Islands,⁶ Isle of Man²⁰ – Plain packaging in practice; packages imported from France, New Zealand, and United Kingdom, respectively.

European Union – Tobacco Products Directive adopted April 3, 2014, explicitly states that 27 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.⁷⁷

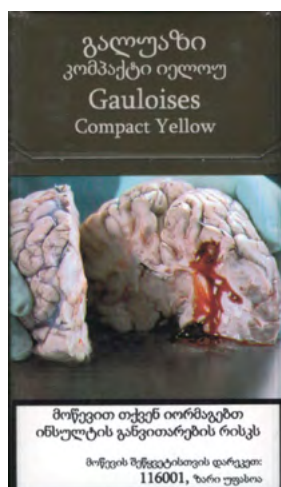
Turkmenistan – Has made substantial progress to plain packaging, with available packages showing black brand text on white background.¹³

* The implementation date refers to cigarettes.

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

In Mauritius, in practice, existing inventory of importers could still be depleted after May 31, 2023, including by providing to retailers.²

In Oman, the implementation dates were extended to these dates through administrative practice.

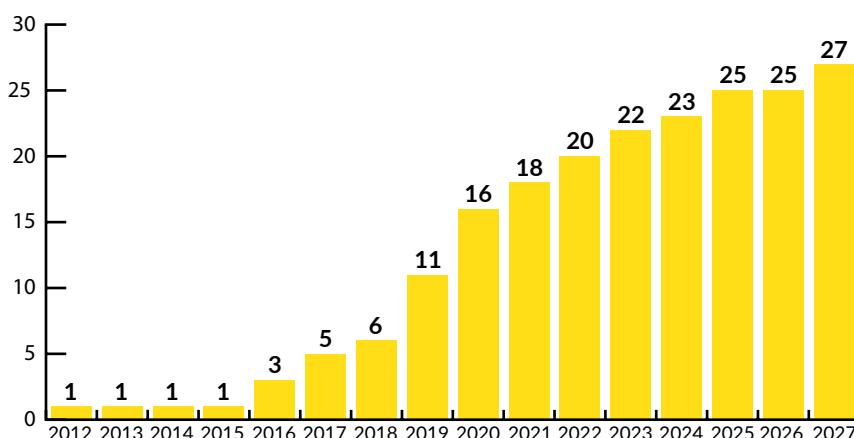


GEORGIA (FRONT)



MYANMAR

COUNTRIES/ JURISDICTIONS REQUIRING PLAIN PACKAGING



PLAIN PACKAGING BY REGION

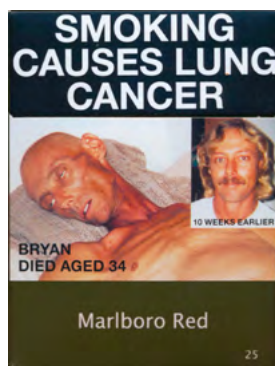
- | | | |
|---|--|---|
| <p>1 African Region (AFR)
Mauritius</p> <p>2 Americas Region (AMR)
Canada, Uruguay</p> <p>3 Eastern Mediterranean Region (EMR)
Oman, Saudi Arabia, Syria</p> | <p>16 European Region (EUR)
Belgium, Denmark, Finland, France, Georgia, Guernsey, Hungary, Iceland, Ireland, Israel, Jersey, Netherlands, Norway, Slovenia, Türkiye, United Kingdom</p> | <p>2 South-East Asian Region (SEAR)
Myanmar, Thailand</p> <p>3 Western Pacific Region (WPR)
Australia, New Zealand, Singapore</p> |
|---|--|---|

PROGRESS TOWARDS PLAIN PACKAGING

- Åland (Finland)** – Bill requiring plain packaging introduced in Parliament Feb. 27, 2025. The bill includes authority for an ordinance to specify additional plain packaging requirements.⁷⁸
- Chile** – In its 2025 FCTC implementation report, Chile indicates plain packaging is a priority.⁷⁹
- Côte d'Ivoire** – Decree of Jan. 26, 2022, together with Order of Jun. 18, 2024, require plain packaging effective Dec. 18, 2024. However, there have been several implementation delays, including an Aug. 30, 2025, deadline that was not implemented.⁸⁰
- Fiji** – In Oct. 2023, Cabinet decided to make public the *Investment Case for Tobacco Control in Fiji Report*, and to implement the Report's five recommendations, one of which is plain packaging. The Report was launched Dec. 18, 2024.⁸¹
- French Polynesia** – A bill requiring plain packaging effective Jan. 1, 2029, was approved by Cabinet Apr. 22, 2025, and adopted by the French Polynesia Assembly on Aug. 29, 2025. An implementation order is still required for plain packaging to take effect.⁸²
- Hong Kong** – On Sept. 19, 2025, legislation with regulatory authority for plain packaging was gazetted. The government intends to implement plain packaging in second quarter, 2027.⁸³
- Laos** – On May 13, 2024, a decree was adopted requiring plain packaging, effective Dec. 5, 2024. The implementation date was extended twice, with the second extended date of Aug. 15, 2025, not complied with.⁸⁴
- Macau** – In Feb. 2025, the Health Bureau of the Government of Macau recommended plain packaging in a Follow-up and Assessment Report.⁸⁵
- Panama** – In its 2025 FCTC implementation report, Panama indicates plain packaging is a priority. In its 2023 FCTC implementation report, Panama indicated plain packaging is a goal and a proposal was under technical discussions with international bodies.⁸⁶
- Qatar** – In its 2025 FCTC implementation report, Qatar indicates plain packaging is a priority.⁸⁷
- Russia** – In its 2023 and 2025 FCTC implementation reports, Russia indicates plain packaging is a priority.⁸⁸
- Seychelles** – In its 2025 FCTC implementation report, Seychelles indicates plain packaging is a priority.⁸⁹
- South Africa** – On Dec. 9, 2022, a bill with regulatory authority for plain packaging was introduced in the National Assembly. On Aug. 29, 2025, the Portfolio Committee on Health completed public hearings on the bill.⁹⁰
- Togo** – In its 2025 FCTC implementation report, Togo indicates plain packaging is a priority.⁹¹



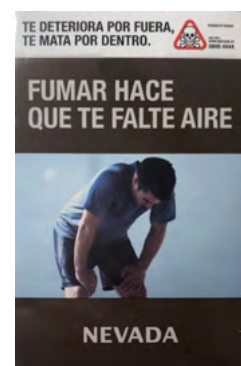
AUSTRALIA (FRONT)
BEFORE PLAIN PACKAGING



AUSTRALIA (FRONT)
AFTER PLAIN PACKAGING



AUSTRALIA (BACK)
AFTER PLAIN PACKAGING



URUGUAY (BACK)



UNITED KINGDOM



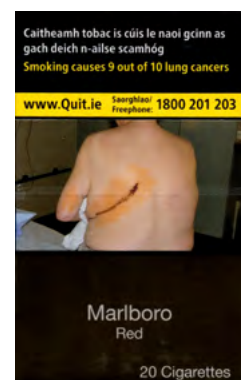
FINLAND (BACK)



FRANCE (BACK)



SLOVENIA (BACK)



IRELAND (FRONT)



CANADA



JERSEY (FRONT)



NORWAY (FRONT)



NORWAY (BACK)



MAURITIUS (FRONT)



MAURITIUS (BACK)



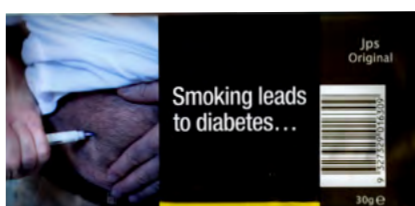
OMAN



SINGAPORE



ISREAL (FRONT)



AUSTRALIA (ROLL-YOUR-OWN)



CANADA (CIGARETTE PAPERS)



CANADA (ROLL-YOUR-OWN)

PACKAGE INSERTS

In 2001, Canada was the first country to require health messages inside the package in addition to the package exterior. These took the form of inserts in flip top and soft packages, and on the slide of slide and shell packages (the traditional package format in Canada). There was a series of 16 text-only messages. Canada required a second round of interior messages in 2012, with a series of 8 messages including colour pictures. A third round with colour pictures began to appear in 2024, with 2 sets of 13 messages, to be changed every 24 months after the second set is implemented for the first time.⁹² Given that the slide and shell format became mandatory in February 2022 as part of plain packaging implementation, with flip top and soft packs no longer allowed, the messages for the 2024 round appear on the slide.

In Australia, a series of 10 package inserts was required at retail effective July 1, 2025.⁹³ In the UK, on Aug. 14, 2023, the government released a consultation document regarding package inserts with cessation messages.⁹⁴ The UK House of Commons

approved a bill with regulatory authority March 26, 2025, with the bill before the House of Lords at press time. In Belgium, a royal decree of March 3, 2024, requires package inserts; the inserts are under development, and this requirement is not yet applied.⁹⁵ Israel has established regulatory authority to require package inserts and has done some work to develop messages for the inserts, but there are not yet finalized requirements.

Inserts and/or other interior messages enhance the overall package health warning system. Package inserts allow for more health information. There are so many health effects that they cannot possibly all be covered on a rotated series of messages on the package exterior. Inserts also allow for messages that focus on cessation. Tobacco companies have often used package inserts for promotional purposes, providing an example that health ministries can follow. The FCTC Article 11 Guidelines recommend that Parties consider requiring package inserts in addition to exterior warnings.⁷¹



Examples from the set of 10 Australian pack inserts, with different content on the front and back.



Six of the messages in the 2 sets of 13 Canadian bilingual interior messages.



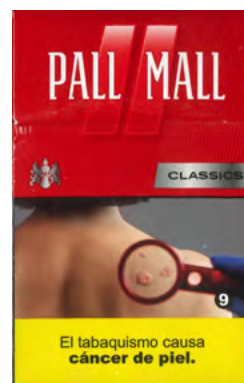
GAMBIA (BACK)



MALDIVES



THAILAND (FRONT)



COSTA RICA (FRONT)



COSTA RICA (FRONT)



JAPAN



BOSNIA AND HERZEGOVINA (FRONT)



CHINA



MONTENEGRO (FRONT)



ZAMBIA (BACK)



PANAMA



ECUADOR



PHILIPPINES



VIETNAM (BACK)



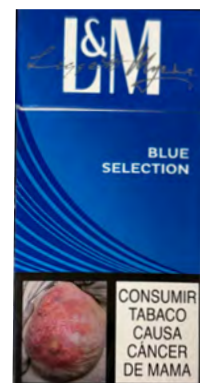
CHILE (BACK)



ETHIOPIA



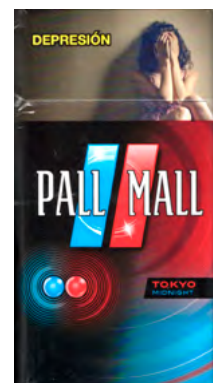
PHILIPPINES



COLOMBIA



UZBEKISTAN



MEXICO (FRONT)



PHILIPPINES (2026)



PANAMA



ISRAEL (FRONT & BACK, 2026)



PANAMA



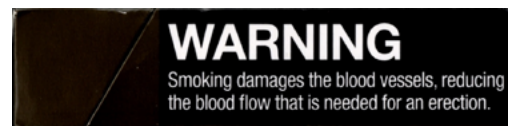
AUSTRALIA (FRONT)



AUSTRALIA (BACK)



UKRAINE (FRONT)



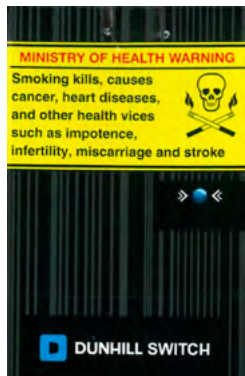
AUSTRALIA



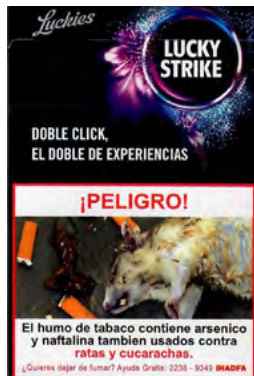
GERMANY



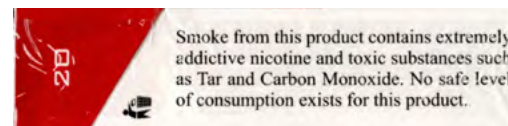
SOUTH AFRICA (FRONT)



RWANDA (FRONT)



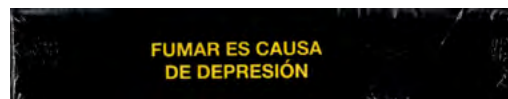
HONDURAS (BACK)



SAINT LUCIA



COSTA RICA



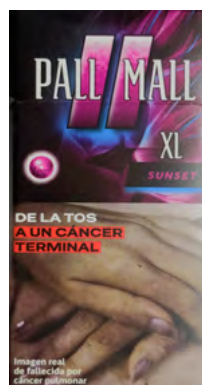
MEXICO



JAMAICA (BACK)



NICARAGUA



CHILE (FRONT)



CHILE (BACK)



SURINAME



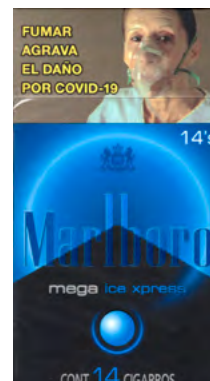
ECUADOR



COLOMBIA



MONGOLIA



MEXICO (FRONT)



TAIWAN, CHINA (FRONT)



PHILIPPINES (2026)



SPAIN (CARTON)



PHILIPPINES (2026)



CHAD (FRONT)



CHAD (BACK)



TAIWAN, CHINA (FRONT)



BRAZIL (FRONT)



SAINT LUCIA



NIGER (FRONT)



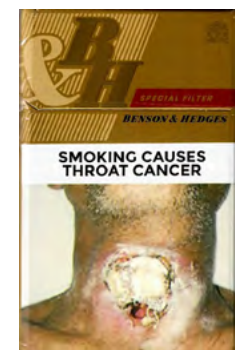
INDONESIA



SENEGAL

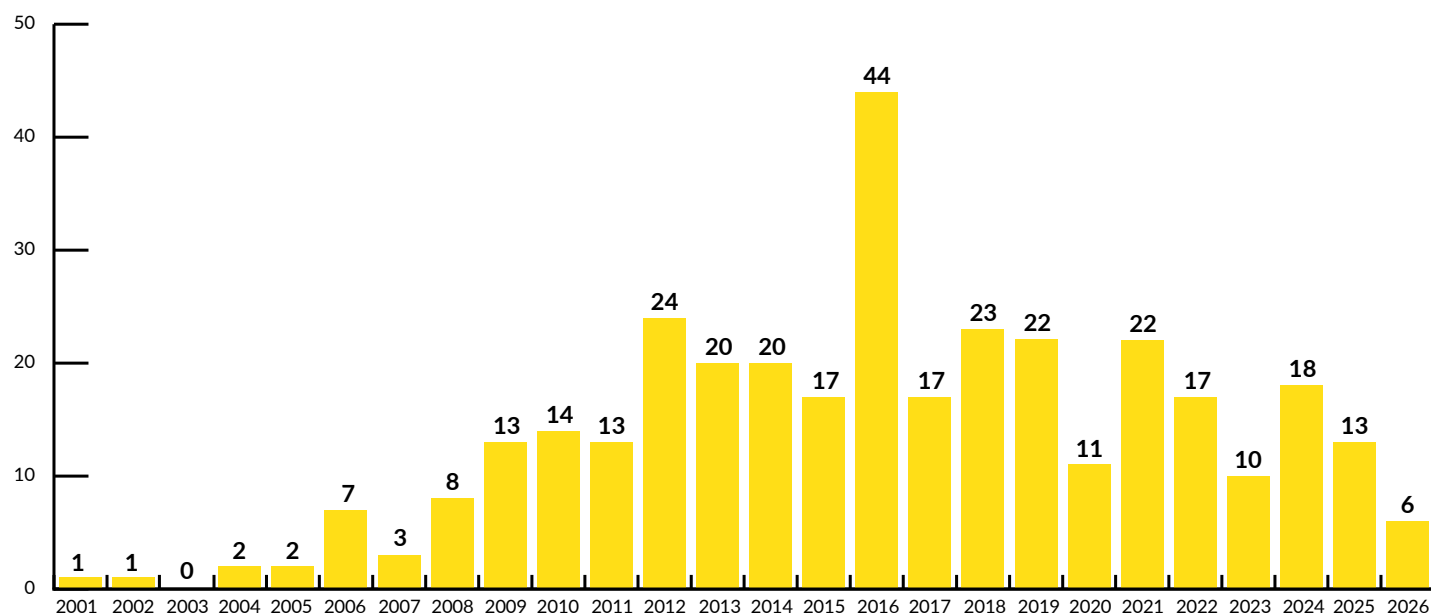


GREENLAND (BACK)



NIGERIA

COUNTRIES/JURISDICTIONS IMPLEMENTING NEW ROUNDS OF PICTURE WARNINGS



This graph depicts the number of countries/jurisdictions implementing either a first round of picture warnings, or a subsequently required round. The graph does not include a second or third set as part of an automatic rotation, e.g. EU (3 sets rotated every 12 months starting 2016), Jamaica (2 sets rotated every 12 months starting 2014), and Switzerland (3 sets rotated every 24 months starting 2026). In the graph for 2016 this includes 23 of 28 EU countries implementing a new round pursuant to a new EU Directive. 27 EU countries and 22 other countries/jurisdictions have automatic rotation of 2 or 3 sets, but for many of these (e.g. EU 2016) it has been many years since warning content was revised. It is important to change warning content to prevent warnings from becoming stale.

NOTES

1. **Nepal:** Nepal adopted a world-first requirement for 100% front-and-back package warnings, effective Aug. 17, 2025, pursuant to the [Directive for Printing and Labelling of Warning Messages and Pictures on the Boxes, Packets, Wrappers, Cartons, Parcels and Packaging of Tobacco Product, 2025](#). However, implementation is delayed due to a legal challenge.
2. **Mauritius:** On Jun. 10, 2022, the [Public Health \(Restrictions on Tobacco Products\) Regulations 2022](#), No. 321 of 2022, were adopted, requiring, effective Dec. 31, 2022, at the manufacturer/importer level, a warning size of 90% front and 100% back, which would have been world's largest warnings at 95% on average of the package front/back. However, on Dec. 20, 2022, warning size was reduced to 80% front and 100% back by the [Public Health \(Restrictions on Tobacco Products\) \(Amendment\) Regulations 2022](#) with a new implementation date of May 31, 2023, with the first packages noticed on the market Nov. 2023.
3. **New Zealand:** The same image appears on the front and back, but with additional text on the back.
4. **India:** For at least the rounds in 2016, 2018, 2020, 2022, and 2025, there was a single picture warning for 12 months, followed by a different single picture warning for the next 12 months.
5. **Australia:** Series of 10 picture warnings on the front, with a different related warning on back on the same health consequence. In addition to the 90% warning on the package back, Australia also requires a message, "Australian fire risk standard compliant. Use care in disposal," which appears on the bottom 10% of the package back.
6. **Cook Islands:** Warnings must either comply with Australian or New Zealand requirements (which include pictures) or require 50% text warnings with specified messages in English and in Cook Islands Māori. In practice, packages depict warnings required in New Zealand.
7. **Sri Lanka:** Regulations require 8 warnings in concurrent series, but only 7 seem to appear in market.
8. **Ethiopia:** 70% front and back, plus a 1 mm border. The size is estimated based on available packs.
9. **Canada:** Starting Jan. 31, 2024, 2 sets of warnings (14 in first set, 13 in second) rotate every 24 months, with the first rotation beginning Aug. 1, 2026.
10. **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. A new round of 10 picture warnings was required effective Aug. 15, 2025, after an extension, but implementation is further delayed.
11. **Myanmar:** For 2016-2021 inclusive, 1 picture warning appeared at a time and changed every 12 months, based on a requirement for 10 warnings over 10 years. The 2021 warning remained in use through 2025, when a set of 5 picture warnings began appearing concurrently.
12. **Tajikistan:** [Order No. 858 on Approval of Regulatory Legal Acts on Implementation of Law of Republic of Tajikistan "On Limiting the Use of Tobacco Products"](#), adopted Sept. 19, 2018, requires 75% picture warnings, but no implementation date is specified. In practice, picture warnings began appearing in 2019.
13. **Turkmenistan:** There are unconfirmed reports of a further round of picture warnings in 2018. Package restrictions in [Standard TDS 596-2020](#).
14. **Mauritania:** The Nov. 6, 2020, implementation date pursuant to [Order No. 64/MS on the Packaging and Labelling of Tobacco Products](#), was extended into 2021.
15. **Niger:** The [Technical Requirements Relating to Administrative Order No. 442/MSP/DGSP/DHP/ES](#), adopted Nov. 5, 2019, specify 70% picture warnings and their content, but implementation was delayed until 2022. 4 sets of 2 picture warnings are to rotate every 2 years, but available packs suggest the second round may not have been implemented in 2024.
16. **Senegal:** For the 2017, 2019, 2021, 2023 and 2025 rounds, there was a single picture warning for 12 months, followed by a different single picture warning for the next 12 months.
17. **Åland (Finland):** Åland is a self-autonomous island region of Finland that made its own decision to be subject to EU laws. Åland has its own legislation requiring tobacco health warnings, based on EU requirements.
18. **Albania:** [Decision No. 7, dated 19.2.2020 on Approval of Warning Images About the Health Effects of Tobacco, and Specifications of Their Placement on the Package](#) contains 15 picture warning images, each with 3 associated rotated text messages. [Decision No. 8, dated Jan. 29, 2021](#), repealed 4 of the 15 images and their texts.
19. **France:** The [Decree No. 2021-835 of 29 June 2021 on consumer information on the rule for sorting waste from products subject to the principle of extended producer responsibility](#) requires messages including pictograms relating to waste management and sorting for packages and for cigarette butts. On received packages (see page 16) the messages cover about 9% of the package back, in addition to the health warning and, pursuant to [Commission Implementing Regulation \(EU\) 2020/2151 of 17 December 2020](#), to the required EU message regarding plastic in filters.
20. **Guernsey, Jersey, Isle of Man:** Guernsey and Jersey are self-governing Crown dependencies located in the English Channel that are neither part of the UK nor the EU. The Guernsey 2011 round and the Jersey 2012 round implemented the EU 2001 Directive. The Isle of Man is a self-governing Crown dependency located in the Irish Sea between Ireland and the UK that is neither part of the UK nor the EU.
21. **Hungary:** For the first round in 2012, 42 picture warnings were rotated over 3 years, with the difference between the most and least frequently appearing warnings not allowed to be more than 10%.
22. **Northern Ireland (UK):** Effective Jan. 1, 2021, Northern Ireland maintained EU 65% picture warning content requirements following the UK's leaving the EU, while the remainder of the UK implemented new 65% picture warning content requirements.
23. **San Marino:** No national regulation. Cigarettes are imported by a government importer from Italy and follow Italian package warning requirements. For a period, a brand, Titano, manufactured for the San Marino market, depicted voluntary text warnings of less than 30%. This manufacturer, however, stopped operating, at least for San Marino, approximately 2022.
24. **Mexico:** 2 warnings to be displayed for 6 months beginning Dec. 1, 2017, and 2 sets of 4 warnings to be displayed for 12 months each beginning Jun. 1, 2018 and Jun. 1, 2019. In prior years, warnings changed every 3 months, every 4 months or every 6 months. For Jun. 1, 2020 to Nov. 30, 2021, there was a separate round. Subsequent rounds are from Dec. 1, 2021, to Feb. 28, 2023, and Mar. 1, 2023, to Aug. 31, 2024. For the 2024 round, set of 3 warnings Sept. 1, 2024, to Dec. 31, 2024, and sets of 4 warnings Jan. 1, 2025, to Jun. 30, 2025, Jul. 1, 2025 to Dec. 31, 2025, and Jan. 1, 2026, to Jun. 30, 2026.
25. **British Virgin Islands:** The [Tobacco Products Control \(Amendment\) Regulations, 2025](#), gazetted Jun. 19, 2025, do not specify a transition period for warnings, with the effective implementation date assumed to be in 2026.
26. **Burkina Faso:** [Joint Administrative Decree No. 2015- No. 366](#), approved Apr. 7, 2015, requires 60% picture warnings effective 12 months after coming into force, but following implementation delays, picture warnings were implemented in 2019. For the 2019, 2021 and 2024 rounds, there was a single picture warning for 12 months, followed by a different single picture warning for the next 12 months.
27. **Nigeria:** In 2021, 1 picture warning started to appear. Though a set of 2 picture warnings were required to begin 24 months later, through an administrative decision 1 picture warning was implemented in 2023, and 1 picture warning was implemented when the size increased from 50% to 60% in 2025.
28. **Niue:** Picture warnings must cover 90% front and back or comply with warning requirements from specified countries as notified by Health Minister in *Niue Island Gazette*. One such specified country is Fiji, with picture warnings on 30% front and 90% back. Few stores in Niue sell cigarettes, one of which only had Winfield variants from Vanuatu with 90% pictures warnings on the front and back.
29. **Namibia:** 50% front, 60% back, plus a border of unspecified size. The size is estimated based on available packs.
30. **Liechtenstein:** Liechtenstein is in a customs union with Switzerland. Liechtenstein law requires that tobacco packages depict Switzerland's health warnings.
31. **Japan:** 50% front and back, plus 1 mm line separating warning and rest of package, though government mock-up and obtained packs show a somewhat wider line.
32. **Chile:** From 2006 to 2012 inclusive, Chile required only 1 picture warning at a time on all packages and the warning changed every 12 months. Effective 2013, a series of warnings has been required concurrently.
33. **Djibouti:** 3 sets of 3, 4 and 4 warnings respectively, though there are some reports that 1 of 4 warnings in second set is not used.

34. **Honduras:** The information on earlier rounds of picture warnings is based on best available information.
35. **Iran:** While a single picture warning was first required in 2009, its content has undergone various subsequent changes.
36. **Madagascar:** [Interministerial Administrative Order No. 13.674/2017 Amending and Supplementing Certain Provisions of Administrative Order No. 31.701/2015](#) contains rounds for 2017 and 2018 requiring picture warnings all of which were included in the 2015 and 2016 rounds.
37. **Mongolia:** The [Order of the Minister of Health of Mongolia, Approval of updated posters and illustration of the health warning](#), Number A/09, adopted January 17, 2018, increases picture warning size from 50% to 65%, but there have been implementation delays.
38. **Nicaragua:** There are unconfirmed reports of additional picture warning rounds in 2023, 2024 and 2025. The number of warnings appearing concurrently was unconfirmed.
39. **Trinidad and Tobago:** [The Tobacco Control Regulations, 2013](#), published Jan. 10, 2014, required 50% picture warnings 12 months after publication, but these were never implemented. Through [The Tobacco Control \(Amendment\) Regulations, 2019](#), with parliamentary approval Feb. 12, 2021, 50% picture warnings came into effect Sept. 26, 2022, following the end of an extended [enforcement moratorium](#).
40. **Turks and Caicos (UK):** Imported products must have 50% picture warnings, but warning content is not specified. Warning content for 50% picture warnings specified for domestic manufacturers.
41. **Lebanon:** 40% front and back, plus a border, with size estimated based on available packs. The Decree provides a maximum border width of 3 mm, provides no minimum, and provides a mockup with a 3mm width.
42. **Jordan:** 40% front and back, plus a border as illustrated in the national standard.
43. **Bosnia and Herzegovina:** Implemented through separate requirements of two subnational governments: Federation of Bosnia and Herzegovina, and Republika Srpska.
44. **Paraguay:** For the second set in the 2024 round, 1 of the 2 warnings is reportedly not appearing on packages.
45. **Benin:** [Decree No. 2021-0065 on Visual and Written Health Warnings to be Printed on Cigarette Packages and Other Tobacco Products](#), adopted Jun. 11, 2021, requires 90% picture warnings effective Mar. 11, 2022, but there have been implementation delays.
46. **Eritrea:** [The Proclamation to Provide for Tobacco Control](#), No. 143/2004, provides that warnings shall be 30% or more, and should be 50% or more, of the package front and back.
47. **Sudan & Khartoum state:** Sudan nationally and the Sudan state of Khartoum each have their own requirements for the same 30% picture warnings effective in 2016.
48. **Tanzania:** Zanzibar, a subnational region of Tanzania, adopted [Tobacco Control Regulations, 2016](#) requiring 70% text warnings, but this has not been implemented.
49. **Cuba:** Warnings may appear on either 30% of both the front and back, or 60% of one of the front or back. Obtained packages depict warnings on 60% of the back.
50. **South Africa:** 15% front, 25% back, plus a border of unspecified width. The size is estimated based on available packs.
51. **Syria:** 65% picture warnings are in preparation.
52. **Cayman Islands (UK):** Regulations require picture warnings to appear on either front or back, but do not specify content. The size shall be at least 30%, and no less than the size required by the country of origin.
53. **Zambia:** Legislation requires a warning on the front and back but does not specify a minimum size. The size is estimated based on the smallest warning appearing on available packs.
54. **Morocco:** Size estimated based on available packs. Legislation requires a warning on the back, but does not specify a minimum size.
55. **Andorra:** In practice, packages tend to depict picture warnings from France or Spain.
56. **Barbados:** The [Health Services \(Packaging and Labelling of Tobacco Products\) Regulations, 2017](#) require 60% picture warnings effective in 2018, but there have been implementation delays.
57. **Bhutan:** Tobacco product sales were banned in 2010, though individuals were allowed to import limited quantities for personal consumption provided certain conditions were met, including that the packaging contained a health warning (no minimum warning size specified). In Aug. 2020, Bhutan repealed the sales ban, with commercial imports also now permitted.
58. **Côte d'Ivoire:** 70% picture warnings were required as of Dec. 18, 2024, but there have been implementation delays.
59. **Gabon:** [Decree No. 0284/PR/MSPSSN of 17/05/2016 Concerning the Packaging of Tobacco Products in the Republic of Gabon](#) requires text warnings on 60% front and 65% back in 2016, but there have been implementation delays.
60. **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.
61. **United States:** Rule for 50% picture warnings adopted Mar. 18, 2020, but implementation is delayed due to ongoing legal proceedings. Though a freedom of speech legal challenge was dismissed, there is a further legal claim.
62. **EU:** [Tobacco Products Directive](#), 2014/40/EU provides that the 27 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.
63. **EU:** The following non-EU countries/jurisdictions have continued to implement 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: Iceland, 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.) Iceland to have 65% picture warnings in 2027.
64. **EU:** The following non-EU countries/jurisdictions have continued to implement the 2001 EU Directive, but are non-compliant in terms of the border: Bosnia and Herzegovina, Faroe Islands, Kosovo, North Macedonia, Montenegro, Serbia.
65. **EU:** Switzerland, Bosnia and Herzegovina, and Liechtenstein are non-EU countries that continue to 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 on if unilingual, bilingual or trilingual health warnings were required.
66. **North Korea (D.P.R. Korea):** The [Tobacco Control Law of DPR Korea](#), Decree No.1176 of June 24, 2016 (revised and consolidated), and the [Anti-Smoking Law 2020](#), Decree No. 456 of Nov. 4, 2020, provide that a warning is to be required on packages, but does not specify the size, location or content. At least some packages have depicted a 30% text warning on the package front and back.
67. [WHO Framework Convention on Tobacco Control](#).
68. World Health Organization, [WHO report on the global tobacco epidemic 2025](#).
69. See [Tobacco Labelling Resource Centre](#).
70. Rob Cunningham, "Tobacco package health warnings: a global success story" [Tobacco Control](#) 2022;31(2):272-283.
71. [Guidelines for implementation of Article 11 of the WHO Framework Convention on Tobacco Control \(Packaging and labelling of tobacco products\)](#).
72. For at least the following countries/jurisdictions, picture warnings are required on only one of the front or back of the package, with a text warning on the other:
 - Pictures appearing on front: Argentina, French Polynesia, Madagascar, Mexico, Sudan & Khartoum State;
 - Pictures appearing on back: Brazil, Georgia, Greenland, Jordan, Liechtenstein, Montenegro, North Macedonia, Norway, Switzerland, Venezuela;
 - Cayman Islands requires 30% picture warnings on either the front or back, but does not specify content.
73. [Guidelines for implementation of Article 13 of the WHO Framework Convention on Tobacco Control \(Tobacco advertising, promotion and sponsorship\)](#)

NOTES ON PLAIN PACKAGING

74. 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.
75. World Health Organization, "[World No Tobacco Day 31 May 2016: Get ready for plain packaging](#)" May 31, 2016; Pan American Health Organization, "[World No Tobacco Day 2016: Get ready for plain packaging](#)" 2016.
76. EU: [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](#).
78. Åland (Finland): Bill No. 16-2024/2025, [Amendment to Tobacco Act](#), introduced Feb. 27, 2025.
79. Chile: Chile, [2025 FCTC implementation report](#), p. 78.
80. Côte d'Ivoire: [Law No. 2019-676 of July 23, 2019 on Tobacco Control; Decree No. 2022-75 of January 26, 2022 Implementing Health Warnings, Packaging, Labelling and Marketing of Tobacco and Tobacco Products](#); and [Order No. 848 of June 18, 2024 Implementing Health Warnings and Plain Packaging for Tobacco and Tobacco Products](#).
81. Fiji: Timoci Vula, "Cabinet: Tobacco use kills 1200 annually; investment case report to be made public" [Fiji Times](#), Oct. 8, 2023; UNDP, Secretariat of the WHO Framework Convention on Tobacco Control, [Investment Case for Tobacco Control in Fiji](#), Geneva: United Nations Development Programme and World Health Organization, 2024 (launched Dec. 18, 2024).
82. French Polynesia: Presidency of French Polynesia, "[Cabinet of April 22, 2025](#)"; Economic, Social, Environmental and Cultural Council, "[Advice on national Tobacco Control Bill](#)" May 27, 2025; [N° 2025-24 LP/APF of August 29, 2025, on the law of the country relative to tobacco control](#).
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84. Laos: [Decree on Packing, Packaging, Printing of Health Warnings and Labels for Industrial Tobacco Products](#), No. 1090/PH, May 13, 2024; [Ministry of Health Notices No. 187/ Cab.MOH](#), June 25, 2025.
85. Macau: Health Bureau, Government of Macau SAR, "Monitoring and Evaluation Report of the 'Smoking Prevention and Control Regime' 2021-2023", Chapter X, February 2025. [Portuguese version](#). [Chinese version](#).
86. Panama: Panama, [2023 FCTC implementation report](#), p. 105; Panama, [2025 FCTC implementation report](#), p. 80.
87. Qatar: Qatar, [2025 FCTC implementation report](#), p. 74.
88. Russia: Russia, [2023 FCTC implementation report](#), p. 88; Russia, [2025 FCTC implementation report](#), p. 77.
89. Seychelles: Seychelles, [2025 FCTC implementation report](#), p. 75.
90. South Africa: [Tobacco Products and Electronic Delivery Systems Control Bill](#), B-33/2022, introduced Dec. 9, 2022; Parliament of the Republic of South Africa, Parliamentary Communication Services, "Media Statement: Health Committee Concludes Public Hearings on Tobacco Bill" ([news release](#)), Aug. 29, 2025.
91. Togo: Togo, [2025 FCTC implementation report](#), p.79.

ADDITIONAL NOTES

92. Canada: [Tobacco Products Appearance, Packaging and Labelling Regulations](#), SOR/2019-107 (consolidation as amended); the Canadian pack interior messages required from 2012-2024 can be seen on a Health Canada [web page](#), while those required beginning in 2024 are available [here](#), as are warnings for individual cigarettes.
93. Australia: The [Public Health \(Tobacco and Other Products\) Regulations 2024](#) depict the pack inserts and messages on individual cigarettes; Department of Health and Aged Care, "[Guide to Health Promotion Inserts](#)" Nov. 6, 2024; Department of Health and Aged Care, "[Guide to Product Requirements](#)" Dec. 19, 2024.
94. United Kingdom: Department of Health and Social Care, "Mandating quit information messages inside tobacco packs: consultation" Aug. 14, 2023 ([consultation document](#)); Department of Health and Social Care, "New inserts in cigarette packs to help smokers quit" Aug. 14, 2023 ([press release](#)); Bill HL 89, [Tobacco and Vapes Bill](#), approved by House of Commons Mar. 26, 2025.
95. Belgium: [Royal Order of March 3, 2024 on the Manufacture and Marketing of Tobacco Products and Herbal Products for Smoking](#).

INFORMATION COLLECTION

Considerable effort was made to ensure the accuracy of the information contained in this report. Information obtained as of October 20, 2025, 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

[Campaign for Tobacco-Free Kids, Global Resources](#)

[Campaign for Tobacco-Free Kids, Tobacco Control Laws](#)

[FCTC Guidelines for Article 11 \(packaging and labelling\)](#)

[WHO Framework Convention on Tobacco Control](#)

[WHO report on the global tobacco epidemic, 2025](#)

[WHO pictorial health warnings on tobacco products database](#)

[Tobacco Labelling Resource Centre](#)

[Institute for Global Tobacco Control, Tobacco Pack Surveillance System](#)

Front cover: Packages from Mauritius, 2025, picture warnings 80% front, 100% back, first African country with plain packaging.
Back cover: Packages from Canada, 2025.

SUGGESTED CITATION

Canadian Cancer Society, Cigarette Package Health Warnings: International Status Report, Ninth Edition, October 2025.

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