

Cigarette Package Warning Size and Use of Pictures: International Summary

Rob Cunningham,
Canadian Cancer Society
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Picture warnings

At least 65 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)
3. Singapore (2004; 2006; 2013)
4. Thailand (2005; 2007; 2010; 2013)
5. Venezuela (2005; 2009)
6. Jordan (2006, 2013)
7. Australia (2006; rotation of sets A, B every 12 months; 2012, rotation of two sets every 12 months)
8. Uruguay (2006; 2008; 2009; 2010; 2012)
9. Panama (2006; 2009; 2010; 2012)
10. Belgium (2006; rotation of sets 2,3,1 every 12 months starting 2011)
11. Chile (2006;2007;2008;2009;2010;2011; 2012)
12. Hong Kong (2007)
13. New Zealand (2008; rotation of sets A,B every 12 months)
14. Romania (2008)
15. United Kingdom (2008)
16. Egypt (2008, 2010, 2012)
17. Brunei (2008, 2012)
18. Cook Islands (2008)¹
19. Iran (2009)
20. Malaysia (2009)
21. Taiwan (2009)
22. Peru (2009; 2011)
23. Djibouti (2009)
24. Mauritius (2009)
25. India (2009, 2011; 2013)
26. Cayman Islands (2009)
27. Latvia (2010)
28. Pakistan (2010)
29. Switzerland (2010; rotation of sets 1,2,3 every 24 months)
30. Liechtenstein (2010; rotation of sets 1,2,3 every 24 months)
31. Mongolia (2010)
32. Colombia (2010, 2011, 2012)
33. Turkey (2010)
34. Mexico (2010; 2011, 2012)
35. Norway (2011)
36. Malta (2011)
37. France (2011)
38. Guernsey (2011)
39. Spain (2011)
40. Bolivia (2011)
41. Jersey (2012)
42. Ukraine (2012)
43. Honduras (2012)
44. Madagascar (2012, 2013)
45. Denmark (2012)
46. Ecuador (2012)
47. Argentina (2012)
48. Bahrain (2012)
49. Kuwait (2012)
50. Oman (2012)
51. Qatar (2012)
52. Saudi Arabia (2012)
53. United Arab Emirates (2012)
54. Hungary (2012)
55. Macau (2013)
56. Iceland (2013)
57. Ireland (2013)
58. Russia (2013)
59. Kazakhstan (2013)
60. Seychelles (2013)
61. Fiji (2013)
62. Vietnam (2013)
63. Jamaica (2014)
64. Sri Lanka (2014)
65. Indonesia (2014)

Many other countries/jurisdictions are considering or are in the process of requiring picture warnings.

For more information, see web addresses on page 2.

Ranking of Countries/Jurisdictions for Largest-Sized Cigarette Package Warnings

Note: in the first column, the two numbers in parentheses indicate the size on the front of the cigarette package followed by the size on the back of the package.

Size - Average of Front and Back

82.5% Australia (75% of front, 90% of back) ²	
80% Uruguay (80%, 80%)	50% Hong Kong (50%, 50%)
80% Sri Lanka (80%, 80%)	50% Iran (50%, 50%)
75% Brunei (75%, 75%)	50% Kuwait (50%, 50%)
75% Canada (75%, 75%)	50% Macau (50%, 50%)
75% Jamaica (75%, 75%)	50% Madagascar (50%, 50%)
65% Mauritius (60%, 70%)	50% Oman (50%, 50%)
65% Mexico (30%, 100%)	50% Panama (50%, 50%)
60% Ecuador (60%, 60%)	50% Peru (50%, 50%)
60% New Zealand (30%, 90%)	50% Qatar (50%, 50%)
60% Cook Islands ¹ (30%, 90%)	50% Saudi Arabia (50%, 50%)
60% Fiji (30%, 90%)	50% Seychelles (50%, 50%)
56% Belgium (48%, 63%, including border)	50% Singapore (50%, 50%)
56% Switzerland (48%, 63%, including border)	50% Ukraine (50%, 50%)
56% Liechtenstein (48%, 63% including border)	50% United Arab Emirates (50%, 50%)
55% Thailand (55%, 55%) ³	50% Vietnam (50%, 50%)
54% Turkey (65%, 43%, including border)	50% Malaysia (40%, 60%)
52% Finland (45%, 58%, including border)	50% Brazil (100% of either front or back)
52% Ireland (45%, 58%, including border)	50% Venezuela (100% of either front or back)
52% Kyrgyz Republic (52%, 52%)	48% unilingual EC countries (e.g. United Kingdom) that have properly implemented the EC Directive (43% of front, 53% of back, including border)
50% Albania (50%, 50%)	
50% Argentina (50%, 50%)	
50% Bahrain (50%, 50%)	
50% Bolivia (50%, 50%)	48% Guernsey (43, 53%, including border)
50% Cameroon (50%, 50%)	48% Iceland (43%, 53%, including border)
50% Chile (50%, 50%)	48% Jersey (43%, 53%, including border)
50% Djibouti (50%, 50%)	48% Norway (43%, 53%, including border)
50% Egypt (50%, 50%)	
50% Ghana (50%, 50%)	
50% Honduras (50%, 50%)	

For more information, visit:

www.tobaccolabels.org

www.smoke-free.ca/warnings

www.tobaccocontrollaws.com

<http://www.who.int/tobacco/healthwarningsdatabase/en/index.html>

http://tobaccofreecenter.org/resources/warning_labels

http://67.199.72.89/packwarning/pw_index.html

<http://blogsfbainbridge.typepad.com/warnings/>

**Ranking of Countries/Jurisdictions for Largest-Sized
Cigarette Package Warnings at the Front of the Package**

Size - Front of Package

80%	Uruguay	50%	Hong Kong
80%	Sri Lanka	50%	Iran
75%	Australia	50%	Kuwait
75%	Brunei	50%	Libya
75%	Canada	50%	Macau
75%	Jamaica	50%	Madagascar
65%	Turkey	50%	Oman
60%	Mauritius	50%	Panama
60%	Ecuador	50%	Peru
55%	Thailand ³	50%	Qatar
52%	Kyrgyz Republic	50%	Saudi Arabia
50%	Albania	50%	Seychelles
50%	Argentina	50%	Singapore
50%	Bahrain	50%	Ukraine
50%	Bolivia	50%	United Arab Emirates
50%	Cameroon	50%	Vietnam
50%	Chile	48%	Belgium
50%	Djibouti	48%	Liechtenstein
50%	Egypt	48%	Switzerland
50%	Ghana	45%	Finland
50%	Honduras	45%	Ireland

Notes

¹ 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 contain pictures as required in Australia/New Zealand.

² Australia, in addition to the 90% warning on the package back, also requires a fire risk statement on the bottom 10% of the package back. Thus in total Australia has required messages covering 75% of the front and 100% of the back, for an average of 87.5% of the package front and back.

³ Thailand has adopted a requirement for picture-based warnings to cover 85% of the package front and back, but implementation of this requirement has been delayed.