

Thailand

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: The law provides for two exemptions to a complete indoor public place and workplace smoking ban. International airports may have designated smoking areas and non-air conditioned facilities serving food and/or drinks are smoke-free only in the areas where food and/or drinks are served.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: Thailand has one of the strongest bans on tobacco marketing. However, tobacco advertising is still allowed via cross-border advertising such as imported international publications and live international televised programs. Additionally, the tobacco industry circumvents existing legislation by using corporate social responsibility activities to promote their company name.

HEALTH WARNINGS ON TOBACCO PACKAGES: Thailand was one of the first countries to implement graphic health warnings. Thailand has produced three rounds of graphic health warning labels, in 2005, 2006, and 2010. Warning labels cover 55% of the front and 55% of the back of the package.

TOBACCO TAXATION AND PRICES: The tax rate for cigarettes is high for the region. Increased taxes and higher prices have led to smoking reductions in Thailand in recent years. Increasing taxes on RYO tobacco is the most pressing concern for tobacco taxation in Thailand.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS				
Health-care facilities	Yes	Indoor offices	Yes	
Educational facilities, except universities	Yes	Public transport	Yes	
Universities	Yes	Restaurants	No ¹	
Governmental facilities	Yes	Pubs and bars	No ²	
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			Yes	
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP				
National TV and radio	Yes	Free distribution	Yes	
International TV and radio	No	Promotional discounts	Yes	
Local magazines/newspapers	Yes	Non-tobacco products with tobacco names	Yes	
International magazines/newspapers	No	Non-tobacco brand used for tobacco product	Yes	
Billboards and outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	Yes	
Point-of-sale	Yes	Sponsored events	Yes	
Internet	Yes			
HEALTH WARNINGS ON TOBACCO PACKAGES				
Law mandates specific warnings	Yes	Number of approved warnings	10	
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes	
Warnings include a picture or graphic	Yes	Warnings are written in the principal language(s)	Yes	
% of principal display areas covered (front and back)	55%	Warnings have mandated font style, font size and color	Yes	
Front	55%	Ban on misleading descriptors	Yes	
Back	55%			
TOBACCO TAXATION AND PRICE				
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*	
In currency reported by country	THB	58.00	Total taxes	69%
In US\$ at official exchange rate	USD	1.80	Total excise (specific and ad valorem)	62%
			Value added tax (VAT)	7%

* Individual categories of tax may not add to total due to rounding.

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>

¹ Non-air conditioned restaurants serving food and/or drinks are smoke-free only in the areas where food and/or drinks are served (Per The Notification of the Ministry of Public Health (No. 19) B.E. 2553 (A.D. 2010) of 28 June 2010).

² Non-air conditioned pubs and bars serving food and/or drinks are smoke-free only in the areas where food and/or drinks are served (Per The Notification of the Ministry of Public Health (No. 19) B.E. 2553 (A.D. 2010) of 28 June 2010).