

Countries with Pictorial Health Warning Labels, by Size

LARGER HEALTH WARNING LABELS ARE MORE EFFECTIVE

The following countries and jurisdictions have finalized* requirements for pictorial health warning labels (HWLs) printed on packages of cigarettes and, in some cases, other tobacco products such as cigars, waterpipe, smokeless tobacco, and loose tobacco. However, not all of them have necessarily implemented the pictorial HWLs.

As of October 23, 2017

- A total of 113 countries and jurisdictions have finalized pictorial HWLs with a size of at least 30% of the principal display areas of the pack.
- 96 countries and jurisdictions have finalized pictorial HWLs with a size of at least 50% of the principal display areas of the pack.
- 14 countries and jurisdictions have finalized pictorial HWLs with a size of at least 75% of the principal display areas of the pack.

75% or more							
1. Nepal	90%	15. Hungary	65%	46. Argentina	50%	77. Suriname	50%
2. Vanuatu		16. Ireland		47. Armenia		78. Trinidad & Tobago	
3. New Zealand	87.5%	17. Italy		48. Bahrain		79. Ukraine	
4. Hong Kong	85%	18. Latvia		49. Bangladesh		80. United Arab Emirates	
5. India		19. Lithuania		50. Belarus		81. Vietnam	
6. Pakistan		20. Luxembourg		51. Bolivia		82. Yemen	
7. Thailand		21. Malta		52. Chile		30-49%	
8. Australia	82.5%	22. Mauritius		53. Costa Rica		1. Norway	48%
9. Sri Lanka	80%	23. Mexico		54. Djibouti		2. Liechtenstein	43%
10. Uruguay		24. Netherlands		55. Egypt		3. Switzerland	
11. Brunei Darussalam	75%	25. Poland		56. El Salvador		4. Indonesia	40%
12. Canada		26. Portugal		57. Honduras		5. Jordan	
13. Lao PDR		27. Romania		58. Iran		6. Kenya	
14. Myanmar		28. Slovakia		59. Kazakhstan		7. Greenland	38.5%
50-74%		29. Slovenia	60%	60. Kuwait	50%	8. FYR Macedonia	35%
1. Chad	70%	30. Spain		61. Kyrgyzstan		9. Guernsey	
2. Senegal		31. Sweden		62. Macau (China)		10. Iceland	
3. Austria	65%	32. Turkey		63. Madagascar		11. Jersey	
4. Belgium		33. Turkmenistan		64. Mongolia		12. Montenegro	
5. Brazil		34. United Kingdom		65. Oman		13. Taiwan	
6. Bulgaria		35. Venezuela		66. Panama		14. Cayman Islands	
7. Croatia		36. Burkina Faso		67. Peru		15. Colombia	
8. Czech Republic		37. Cook Islands		68. Philippines		16. Iraq	
9. Denmark		38. Ecuador		69. Qatar		17. Khartoum (Sudan)	
10. Estonia		39. Fiji		70. Russia			
11. Finland		40. Jamaica		71. Saint Lucia			
12. France		41. Samoa		72. Saudi Arabia			
13. Germany	42. Cambodia	73. Seychelles					
14. Greece	43. Malaysia	74. Singapore					
	44. Namibia	75. Solomon Islands					
	45. Afghanistan	76. Republic of Korea					

Finalized indicates that all specifications necessary for implementation have been developed and approved (for example, the images and accompanying text to be used, the size, color, and location of the image and text, and the number and rotation schedule of the warnings).

SOURCE: Country tobacco control laws. Accessible at www.tobaccocontrol.org