

Countries and Jurisdictions 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 February 4, 2021:

- A total of 126 countries and jurisdictions have finalized pictorial HWLs with a size of at least 30% of the principal display areas of the pack.
- 112 countries and jurisdictions have finalized pictorial HWLs with a size of at least 50% of the principal display areas of the pack.
- 19 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	Timor-Leste	92.5%	12	Estonia	
2	Maldives		13	Finland	
3	Nepal	90%	14	France	
4	Vanuatu		15	Georgia	
5	New Zealand	87.5%	16	Germany	
6	Hong Kong, S.A.R. China		17	Greece	
7	India	85%	18	Hungary	
8	Thailand		19	Ireland	
9	Australia	82.5%	20	Italy	
10	Chad		21	Latvia	
11	Sri Lanka	80%	22	Lithuania	
12	Uruguay		23	Luxembourg	
13	Brunei Darussalam		24	Malta	
14	Canada		25	Mauritius	
15	Gambia		26	Mexico	65%
16	Lao PDR	75%	27	Moldova	
17	Myanmar		28	Mongolia	
18	Singapore		29	Netherlands	
19	Tajikistan		30	Poland	
50–74%			31	Portugal	
1	Cameroon	70%	32	Romania	
2	Ethiopia		33	Saudi Arabia	
3	Senegal		34	Slovakia	
4	Austria		35	Slovenia	
5	Belgium		36	Spain	
6	Brazil		37	Sweden	
7	Bulgaria	65%	38	Turkey	
8	Croatia		39	Turkmenistan	
9	Cyprus		40	Uganda	
10	Czech Republic		41	United Kingdom	
11	Denmark		42	Venezuela	
			43	Barbados	60%
			44	Bolivia	
			45	Burkina Faso	
			46	Cook Islands	
			47	Ecuador	
			48	Fiji	60%
			49	Guyana	
			50	Jamaica	
			51	Pakistan	
			52	Samoa	
			53	Cambodia	
			54	Ghana	55%
			55	Malaysia	
			56	Namibia	
			57	Argentina	
			58	Armenia	
			59	Bahrain	
			60	Bangladesh	
			61	Belarus	
			62	Chile	
			63	Costa Rica	
			64	Djibouti	
			65	Egypt	
			66	El Salvador	
			67	Honduras	50%
			68	Iran	
			69	Kazakhstan	
			70	Kuwait	
			71	Kyrgyzstan	
			72	Macau, S.A.R. China	
			73	Madagascar	
			74	Nigeria	
			75	Oman	
			76	Panama	
			77	Peru	
			78	Philippines	
			79	Qatar	
			80	Russia	
			81	Saint Lucia	
			82	Seychelles	
			83	Solomon Islands	
			84	Republic of Korea	
			85	Suriname	50%
			86	Trinidad & Tobago	
			87	Turks & Caicos Islands	
			88	Ukraine	
			89	United Arab Emirates	
			90	United States	
			91	Vietnam	
			92	Yemen	
			30–49%		
			1	Liechtenstein	42.5%
			2	Switzerland	
			3	Indonesia	
			4	Jordan	40%
			5	Kenya	
			6	Paraguay	
			7	Greenland	38.5%
			8	FYR Macedonia	
			9	Guernsey	
			10	Iceland	35%
			11	Jersey	
			12	Montenegro	
			13	Norway	
			14	Colombia	
			15	Khartoum (Sudan)	30%

* 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