

# Bhutan

## Tobacco Control Policies

Bhutan became a Party to the WHO Framework Convention on Tobacco Control on February 27, 2005.

**Smoke Free Places:** The law prohibits smoking in most indoor and outdoor public places and on public transport. The law makes an exception for hotels and lodging, recreation centers, and bars and discotheques, where the persons in charge can choose to designate certain rooms or areas for smoking or declare the entire premises smoke free. Although most workplaces are covered under the ban on smoking in public places, a few workplaces remain uncovered. In addition to outdoor public places generally, the law specifically includes vegetable markets, playing fields, festivals and traditional celebrations in a non-exhaustive list of public places designated as smoke free.

**Tobacco Advertising, Promotion and Sponsorship:** The law prohibits virtually all forms of tobacco advertising and promotion, including direct tobacco advertising through any medium. However, forms such as reverse brand stretching are not prohibited, and forms such as toys and candy that resemble tobacco products are restricted. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

**Tobacco Packaging and Labeling:** The sale of tobacco products is prohibited in Bhutan. Accordingly, the law does not provide for health warnings. Tobacco products, however, may be imported for personal consumption. Imported products must display the country of origin; and health warnings as required in that country. Misleading packaging and labeling, which could include terms such as "light" and "low tar" and other signs, is prohibited on imported products.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Bhutan are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	No
Can subnational jurisdictions enact more stringent smoking restrictions?	Yes		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	--
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	--	Paid placement in media	Yes
Retail product display	--	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	No	Number of published warnings at any given time	N/A
Warnings include a picture or graphic	No	Warnings required to rotate	Not Required
% of principal display areas covered (front and back)	0%	Warnings are written in the principal language(s)	Not Applicable
Front	0%	Ban on misleading packaging and labeling	Not Applicable
Back	0%	Health warnings on smokeless tobacco products	No
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	360.00 BTN	Total taxes	8%
In US dollars	4.81 USD	Total excise	8%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

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