Denmark

Tobacco Control Policies

Denmark became a Party to the WHO Framework Convention on Tobacco Control on March 16, 2005.

Smoke Free Places: Indoor workplaces and indoor public places (other than preschools, primary and secondary schools) may decide to establish smoking areas and cabins. Smoking is prohibited in preschools, primary and secondary schools. Smoking is not permitted on mass transportation and taxis, except on passenger ships, which may establish smoking areas and smoking cabins. Sub-national jurisdictions may enact smoke free laws that are more stringent than the national law.

Tobacco Advertising, Promotion and Sponsorship: There is a comprehensive tobacco advertising and promotion ban with a few limited exceptions, including point of sale display at specialist tobacconist shops that sell pipes, pipe tobacco, and cigars. All forms of tobacco sponsorship are prohibited.

Tobacco Packaging and Labeling: Smoked tobacco products must carry a general warning ("Smoking Kills"), an informational message ("Tobacco smoke contains over 70 carcinogenic substances"), and one of 14 combined text/picture health warnings. The general and informational warning must cover 50 percent of one of the lateral sides of the packet. The combined health warnings must cover 65 percent of both the front and back of the package. Combined health warnings are divided into three sets, and each set shall be used in a given year and replaced by the next set the following year.

Smokeless tobacco products must carry a general warning - "This tobacco product is harmful to your health and is addictive" – that covers 30 percent of the front and back of the package.

Misleading packaging and labeling, which could include terms such as "light" and "low tar" and other signs, is prohibited.

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 Denmark are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	No
Primary and secondary schools	Yes	Public transport	No
Universities	Yes	Restaurants	No
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	Yes
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
Point-of-sale advertising	Yes	Paid placement in media	Yes
Retail product display	Yes	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	Yes	Number of published warnings at any given time	14
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	65%	Warnings are written in the principal language(s)	Yes
Front	65%	Ban on misleading packaging and labeling	Yes
Back	65%	Health warnings on smokeless tobacco products	Yes

TOBACCO TAXATION AND PRICE	
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES	TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)

TOBACCO TAXATION AND PRICE			
In country currency	64.00 DKK	Total taxes	81%
In US dollars	8.77 USD	Total excise	61%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: www.tobaccocontrollaws.org

Tax: WHO Report on the Global Tobacco Epidemic, 2023. Available at: www.who.int/teams/health-promotion/tobacco-control/global-tobacco-report-2023

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