

# Estonia

## Tobacco Control Policies

Estonia became a Party to the WHO Framework Convention on Tobacco Control on October 25, 2005.

**Smoke Free Places:** Smoking is prohibited in some indoor public places and workplaces, such as preschools, childcare facilities, and primary and secondary schools. However, owners or managers may create designated smoking areas in many indoor public places and workplaces. The law prohibits smoking in public transport except for local trains, long-distance trains, and passenger ships, where smoking is allowed in smoking rooms. Sub-national jurisdictions may enact smoke free laws that are more stringent than the national law; however, to date, none have done so.

**Tobacco Advertising, Promotion and Sponsorship:** Most forms of direct tobacco advertising and tobacco promotion are banned. There are some restrictions on tobacco sponsorship. For permitted forms of sponsorship, the law allows information about the tobacco sponsor and the material support to be disclosed.

**Tobacco Packaging and Labeling:** Cigarettes and loose smoking tobacco must carry combined text/picture health warnings occupying 65 percent of the front and back of the tobacco product package. Warnings are required to rotate. One general warning and one informational message on constituents and emissions must occupy 50 percent of each side of the package. On packaging of cigars and cigarillos, text-only warnings must occupy 30 percent of the front and 40 percent of the back of the package. Smokeless tobacco products are prohibited and, therefore, there are no prescribed warnings. 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 Estonia meet these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	No	Private offices	Uncertain
Primary and secondary schools	Yes	Public transport	No
Universities	No	Restaurants	No
Governmental facilities	No	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
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	No	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)	
In country currency	4.00 EUR	Total taxes	88%
In US dollars	4.74 USD	Total excise	71%

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/)

Last updated: February 2, 2021