

Germany

Tobacco Control Policies

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

Smoke Free Places: Under federal law, smoking is restricted in indoor workplaces and public places. Smoking areas may be permitted on means of transport where it is possible to have “physically separate units” (e.g., rail or passenger ships); however, smoking is prohibited on transport such as streetcars, trolleys, buses, and taxis. Sub-national laws apply at the Länder (state) level, and all 16 states have enacted laws restricting or banning smoking in places where states have authority. Sub-national laws may be more stringent than the national law.

Tobacco Advertising, Promotion and Sponsorship: Tobacco advertising is prohibited on TV, radio, internet, in most print publications, and in most outdoor places. Other types of print advertising, such as flyers, posters, signs, are not covered under the law. Point of sale advertising and promotion and product display are also allowed. Other types of promotional activity - such as brand stretching, promotional discounts, gifts and prizes, and retailer incentive programs - are not addressed in the law and therefore allowed. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: For cigarettes, roll-your-own tobacco, and waterpipe tobacco, rotating, combined picture and text health warnings must occupy 65 percent of the front and back of the package. For smokeless tobacco products, one text warning must occupy 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 Germany are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	No	Private offices	No
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	No
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)	No	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	No		
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	7.00 EUR	Total taxes	64%
In US dollars	8.29 USD	Total excise	50%

Sources:

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

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: www.who.int/tobacco/global_report/en/

Last updated: January 7, 2022