

Iceland

Tobacco Control Policies

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

Smoke Free Places: Smoking is prohibited in certain public places and workplaces, although smoking rooms are allowed in many of these places. Smoking is entirely prohibited in schools and other children’s facilities. In healthcare facilities, smoking is generally prohibited with the exception of patient rooms in nursing homes and smoking rooms for patients only in hospitals. In other public places, smoking is prohibited in “service areas”; however, smoking rooms are permitted for staff in areas to which the public does not have access. In business premises, smoking rooms are permitted in areas to which the public does not have access. Smoking is also permitted in designated hotel guestrooms. Smoking is generally prohibited in public transport. However, on passenger ships, designated smoking rooms are permitted for staff.

Tobacco Advertising, Promotion and Sponsorship: There is a comprehensive ban on tobacco advertising and promotion. Product display and visibility at point of sale is prohibited, except at specialist tobacco shops. Most forms of tobacco sponsorship are prohibited, with the limited exception of certain unpublicized contributions by the tobacco industry.

Tobacco Packaging and Labeling: Packaging and labeling of smoked tobacco products must display one of two “general” text warnings covering 30 percent of the front of the pack, and one of fourteen “combined” text and image warnings covering 40 percent of the back of the pack. Chewing tobacco must carry a text warning occupying 30 percent of the most visible surface of the package. Smokeless tobacco products, other than chewing tobacco, are prohibited. Misleading terms, trademarks and figurative or other signs suggesting that the product is less harmful than other tobacco products are 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 Iceland are well 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	No	Restaurants	No
Governmental facilities	No	Bars and Pubs	No
Can subnational jurisdictions enact more stringent smoking restrictions?	No		
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	16
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	35%	Warnings are written in the principal language(s)	Yes
Front	30%	Ban on misleading packaging and labeling	Yes
Back	40%	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	1449.00 ISK	Total taxes	55%
In US dollars	10.75 USD	Total excise	36%

Sources:

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

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

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