

Ireland

Tobacco Control Policies

Ireland became a Party to the WHO Framework Convention on Tobacco Control on February 5, 2006.

Smoke Free Places: Smoking is prohibited in indoor workplaces, public places, and on public transportation, with limited exceptions. The following places are exempted from the nearly comprehensive smoking ban: prisons; hotel guestrooms; and living accommodations in higher education facilities. In these places, managers, owners, or operators may designate smoking rooms. Smoking is also restricted in outdoor places with a roof and more than 50 percent of the perimeter surrounded by one or more walls.

Tobacco Advertising, Promotion and Sponsorship: The law provides for a comprehensive ban on advertising and promotion of tobacco products with a few limited exceptions, such as allowing point of sale advertising at shops that sell only tobacco. All forms of tobacco sponsorship are prohibited.

Tobacco Packaging and Labeling: Smoked tobacco products must display one of 14 combined (text and picture) health warnings, occupying 65 percent of the front and back of the package. A general warning must occupy 50 percent of one lateral surface of the package and an information message must occupy 50 percent of the other lateral surface. There are three sets of 14 authorized combined warnings, which are to be rotated annually. Tobacco for oral use, other than chewing tobacco, may not be sold in Ireland. Chewing tobacco products must display one text-only warning occupying 32 percent of the two most visible surfaces of the package. Misleading packaging and labeling, which could include terms such as "light" and "low tar" and other signs, is prohibited.

Legislation requiring standardized (plain) packaging was adopted in March 2015. All tobacco products manufactured after September 29, 2017 must be in plain packaging. Remaining stock already placed on the market may continue to be sold until September 29, 2018.

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 Ireland are 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	No	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	Yes
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)	No	Paid placement in media	No
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)	
In country currency	13.50 EUR	Total taxes	79%
In US dollars	15.99 USD	Total excise	60%

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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