

Israel

Tobacco Control Policies

Israel became a Party to the WHO Framework Convention on Tobacco Control on November 22, 2005.

Smoke Free Places: Smoking is prohibited in specified indoor public places and indoor workplaces, including government offices, hospitals, childcare facilities and preschools, and primary and secondary schools. The law permits designated smoking rooms in other indoor public places and indoor workplaces, such as malls, restaurants, bars, pubs, and nightclubs. Smoking is also prohibited in specified forms of public transport, including trains, buses, and taxis.

Tobacco Advertising, Promotion and Sponsorship: The law prohibits most forms of tobacco advertising and promotion, subject to some exceptions. These exceptions include some advertising in newspapers, written advertising (mail, text message, etc.) to consenting consumers over the age of 21, and advertising at certain points of sale. Product display is prohibited at most points of sale. It is uncertain whether tobacco sponsorship is permitted.

Tobacco Packaging and Labeling: As of January 8, 2020, plain packaging is required for all tobacco products, excluding cigars and pipe tobacco sold in specialty tobacco shops. The law requires text-only health warnings to appear on smoked and smokeless tobacco products. The health warnings must cover 30 percent of each of the two principal display areas. There are twelve warnings that must be rotated with equal frequency. Misleading packaging and labeling, including terms such as “light” and “low tar,” 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 Israel 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	No	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	No	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	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	12
Warnings include a picture or graphic	No	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	No
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	34.00 ILS	Total taxes	83%

TOBACCO TAXATION AND PRICE

In US dollars

9.98 USD

Total excise

69%

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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