

# Japan

## Tobacco Control Policies

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

**Smoke Free Places:** At the national level, smoking is not restricted or prohibited by law in indoor public places, workplaces, or on public transport, although in practice many such places restrict or ban smoking. The only national law that addresses smoke free places requires that property owners, managers, or employers "endeavor" or "try" to take measures "as necessary" to protect against exposure to tobacco smoke without any penalty provisions. Non-binding guidelines serve as the foundation for further national government directions in this area. At the sub-national level, two large prefectures have enacted smoke free ordinances for indoor public places with associated penalties for non-compliance. In addition, smoke free ordinances for crowded outdoor urban streets and walkways are common nationwide.

**Tobacco Advertising, Promotion and Sponsorship:** While some restrictions on tobacco advertising, promotion and sponsorship exist in practice, no forms of tobacco advertising, promotion and sponsorship are prohibited by law. Restrictions on tobacco advertising, promotion and sponsorship operate as a form of "industry self-regulation" pursuant to the Tobacco Business Act, which calls on advertisers to "be mindful so as not to widely and actively encourage smoking."

**Tobacco Packaging and Labeling:** One or more text-only statements must be displayed on 30 percent of the main area of the tobacco package. Misleading descriptors are not prohibited. However, where misleading terms such as "low tar", "light", "ultra light", or "mild" are used, language must also be used that states that the health impacts are not less than other products.

**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 Japan are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	No	Private offices	No
Primary and secondary schools	No	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	No	Promotional discounts	No
Domestic magazines and newspapers	No	Non-tobacco products or services with tobacco brand names	No
Outdoor advertising	No	Tobacco products with non-tobacco brand names	No
Outdoor advertising (e.g., billboards, posters)	No	Paid placement in media	No
Retail product display	No	Financial sponsorship, including corporate social responsibility	No
Internet advertising	No	Publicity of sponsorships	No
Free distribution	No		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	2-8
Warnings include a picture or graphic	No	Warnings required to rotate	Required
% of principal display areas covered (front and back)	30%	Warnings are written in the principal language(s)	Yes
Front	30%	Ban on misleading packaging and labeling	Yes
Back	30%	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	510.00 JPY	Total taxes	61%
In US dollars	4.88 USD	Total excise	52%

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/)

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