

# Malaysia

## Tobacco Control Policies

Malaysia became a Party to the WHO Framework Convention on Tobacco Control on December 15, 2005.

**Smoke Free Places:** Smoking is prohibited on public transportation. Smoking is prohibited in specified public places and workplaces listed in the regulations including, among others, in restaurants, workplaces with a centralized air-conditioning system; health, education, government and cultural facilities; and indoor stadiums. Smoking is permitted in pubs, discotheques, nightclubs, casinos, and non-air-conditioned public transport terminals. Sub-national jurisdictions may enact smoke free laws that are more stringent than the national law.

**Tobacco Advertising, Promotion and Sponsorship:** Virtually all forms of tobacco advertising and promotion are prohibited. However, due to the lack of definition of “tobacco promotion” in the law, some forms of tobacco promotion may not be covered under the ban. All forms of tobacco sponsorship are prohibited.

**Tobacco Packaging and Labeling:** Rotating combined picture and text health warnings are required to occupy 50 percent of the front and 60 percent of the back of unit packages of cigarettes and cartons of all tobacco products. The text of the warning is in Malay on the front panel and English on the back panel. Rotating combined picture health warnings are required to occupy 60 percent of the front of unit packages of tobacco products other than cigarettes. Misleading packaging and labeling, including 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 Malaysia 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	Yes
Universities	Yes	Restaurants	Yes
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	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	12
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	55%	Warnings are written in the principal language(s)	Yes
Front	50%	Ban on misleading packaging and labeling	Yes
Back	60%	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	17.40 MYR	Total taxes	51%
In US dollars	4.10 USD	Total excise	46%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrollaws.org](http://www.tobaccocontrollaws.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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