

Thailand

Tobacco Control Policies

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

Smoke Free Places: Smoking is prohibited in almost all public places, indoor workplaces, and public transport. Smoking is prohibited in the following outdoor places: facilities for exercise, sports training, sports playing, and sports competitions of every kind, public parks, zoological parks, and amusement parks, children's playgrounds, and markets.

Tobacco Advertising, Promotion and Sponsorship: There is a comprehensive ban on tobacco advertising and promotion, with limited exceptions for reverse brand stretching and unpaid depiction. Although sponsorship by the tobacco industry is allowed, some forms of publicity of the sponsorship are prohibited.

Tobacco Packaging and Labeling: Plain packaging is required for all cigarettes available for retail sale as of December 8, 2019. The law requires pictorial health warnings on cigarettes, occupying 85 percent of the top of the front and back principal display areas. Pictorial health warnings also are required on shredded tobacco (which is typically used for hand-rolled cigarettes or smokeless tobacco products) and cigars. 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 Thailand 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	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	Yes
Can subnational jurisdictions enact more stringent smoking restrictions?	Uncertain		
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	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	10
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	85%	Warnings are written in the principal language(s)	Yes
Front	85%	Ban on misleading packaging and labeling	Yes
Back	85%	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	60.00 THB	Total taxes	79%
In US dollars	1.92 USD	Total excise	59%

Sources:

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

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

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