

Viet Nam

Tobacco Control Policies

Viet Nam became a Party to the WHO Framework Convention on Tobacco Control on March 17, 2005.

Smoke Free Places: Smoking is banned in the entire indoor and outdoor premises of health facilities, educational facilities (other than universities, colleges, and academic institutes where smoking is prohibited indoors only), and childcare and entertainment areas designated for children. In other public places and workplaces, smoking is prohibited indoors, with the exception of airport waiting areas, bars, karaoke lounges, discos, hotels, and guesthouses, where designated smoking rooms are permitted. Smoking is prohibited on most forms of public transport, with designated smoking rooms allowed on ships and trains.

Tobacco Advertising, Promotion and Sponsorship: Tobacco advertising and promotion is prohibited, with the exception of point of sale displays of tobacco products. Tobacco product displays are restricted to one pack, carton, or box of each cigarette brand. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: Rotating combined picture and text health warnings are required to cover 50 percent of the front and back of unit and outside packaging and labeling. The government is required to increase the size of warnings within a certain time period it deems "suitable". Misleading terms and "forms" are prohibited on tobacco products; however, an exemption applies to terms that comprise brand names registered as intellectual property prior to the effective date of the 2012 Tobacco Control Law.

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 Viet Nam are well below these recommendations.

| SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN | | | |
|--|--------------|--|----------|
| Health-care facilities | Yes | Private offices | Yes |
| Primary and secondary schools | Yes | Public transport | No |
| 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 | 6 |
| Warnings include a picture or graphic | Yes | Warnings required to rotate | Required |
| % of principal display areas covered (front and back) | 50% | Warnings are written in the principal language(s) | Yes |
| Front | 50% | Ban on misleading packaging and labeling | Yes |
| Back | 50% | 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 | 21500.00 VND | Total taxes | 39% |
| In US dollars | 0.93 USD | Total excise | 30% |

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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