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
Point-of-sale advertising	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	22900.00 VND	Total taxes	34%

TOBACCO TAXATION AND PRICE			
In US dollars	0.99 USD	Total excise	27%

Sources:

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

Tax: WHO Report on the Global Tobacco Epidemic, 2023. Available at: www.who.int/teams/health-promotion/tobacco-control/global-tobacco-report-2023

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