

Wales

Tobacco Control Policies

The United Kingdom became a Party to the WHO Framework Convention on Tobacco Control on March 16, 2005.

Smoke Free Places: Smoking is prohibited in public transport, indoor public places, and indoor workplaces, including work vehicles. There are a few limited exceptions to the ban. Specifically, smoking is permitted in designated rooms for use by those 18 years and older in hotels, guesthouses, care homes, adult hospices, and mental health units.

Tobacco Advertising, Promotion and Sponsorship: Tobacco advertising and promotion is generally prohibited subject to a few exceptions, such as direct person-to-person communications and retailer incentive programs. Point-of-sale tobacco advertising is prohibited in large and small retail shops, although permitted inside specialist tobacconists for tobacco products other than cigarettes and roll-your-own tobacco. Display of tobacco products is prohibited in large and small retail shops, although permitted, subject to some restrictions, in specialist tobacconists and bulk tobacconists. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: Standardized (plain) packaging is required for all packages of cigarettes and hand rolling tobacco produced after May 20, 2016. Products produced before that date were permitted to be sold until May 20, 2017. Packaging must be Pantone 448 C - a medium brown color - made of carton or soft material, be cuboid in shape, and may not contain any elements - including text, trademark or other symbols - other than the required health warnings and specific product information in a prescribed font and size.

Rotating graphic health warnings must occupy 65 percent of the front and 65 percent of the back of all smoked tobacco product packaging. For smokeless tobacco product packaging, one text-only health warning must occupy 30 percent of the front and 30 percent of the back of the package. Misleading packaging and labeling, which could include 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 the United Kingdom 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 | No | Restaurants | Yes |
| Governmental facilities | Yes | Bars and Pubs | Yes |
| 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) | No | 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 | 13 |
| Warnings include a picture or graphic | Yes | Warnings required to rotate | Required |
| % of principal display areas covered (front and back) | 65% | Warnings are written in the principal language(s) | Yes |
| Front | 65% | Ban on misleading packaging and labeling | Yes |
| Back | 65% | 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 | 10.30 GBP | Total taxes | 79% |
| In US dollars | 13.53 USD | Total excise | 63% |

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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