

Cigarette Package Warning Size and Use of Pictures: International Summary

Rob Cunningham,
Canadian Cancer Society
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Picture warnings

At least 23 jurisdictions have finalized requirements for picture warnings. The listing below includes the year of implementation, including different years where there have been two or more rounds of picture warnings.

1. Canada (2001)
2. Brazil (2002; 2004; 2009)
3. Singapore (2004; 2006)
4. Thailand (2005, 2007)
5. Venezuela (2005)
6. Jordan (2005)¹
7. Australia (2006; rotation of Sets A, B every 12 months)
8. Uruguay (2006; 2008, 2009)
9. Panama (2006)
10. Belgium (2006)
11. Chile (2006, 2007, 2008)
12. Hong Kong (2007)
13. New Zealand (2008; rotation of Sets A, B every 12 months)
14. Romania (2008)
15. United Kingdom (2008)
16. Egypt (2008)
17. Brunei (2008)
18. India (2008)
19. Taiwan (2009)
20. Malaysia (2009)
21. Peru (2009)
22. Djibouti (2009)
23. Switzerland (2010, rotation of Sets 1, 2, 3 every 24 months)

Many other countries/jurisdictions are in the process of doing so, or have stated that picture warnings are under consideration, including France, Iceland, Iran, Ireland, Latvia, Macao, Mongolia, Norway, Pakistan, Philippines, Portugal, Slovakia, South Africa, South Korea, the Gulf Cooperation Council (the GCC includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, United Arab Emirates and potentially Yemen), and the Caribbean Community (CARICOM, which includes Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Grenada, Guyana, Haiti, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago).

¹ The implementation date may have been in 2006.

Ranking of Countries for Largest Sized Cigarette Package Warnings

Size - Front of Package

50% Brunei
 50% Canada
 50% Chile
 50% Djibouti
 50% Egypt
 50% Hong Kong
 50% Madagascar
 50% Singapore
 50% Thailand
 50% Uruguay
 50% Bolivia
 50% Cameroon
 48% Belgium
 48% Switzerland
 45% Finland

Size - Average of Front and Back

60% Australia (30% of front; 90% of back)
 60% New Zealand (30% of front; 90% of back)
 56% Belgium (48% of front, 63% of back, including border)
 56% Switzerland (48% of front, 63% of back, including border)
 52% Finland (45% of front and 58% of back, including border)
 50% Brunei (50% of front and back)
 50% Canada (50% of front and back)
 50% Chile (50% of front and back)
 50% Djibouti (50% of front and back)
 50% Egypt (50% of front and back)
 50% Hong Kong (50% of front and back)
 50% Singapore (50% of front and back)
 50% Thailand (50% of front and back)
 50% Uruguay (50% of front and back)
 50% Bolivia (50% of front and back)
 50% Cameroon (50% of front and back)
 50% Madagascar (50% of front and back)
 50% Malaysia (40% of front, 60% of back)
 50% Brazil (100% of either front or back)
 50% Panama (100% of either front or back) (pending change to 50% of front and back)
 50% Venezuela (100% of either front or back)
 48% unilingual EC countries (e.g. United Kingdom) that have properly implemented the EC Directive (43% of front, 53% of back, including border)
 48% Norway (43% of front, 53% of back, including border)
 48% Iceland (43% of front, 53% of back, including border)
 48% Turkey (43% of front, 53% of back, including border)