

# WHO global report on trends in prevalence of tobacco use 2000–2025

Fourth edition



WHO global report on trends in prevalence of tobacco use 2000-2025, fourth edition  
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## Foreword

I am pleased to deliver the fourth edition of the *WHO global report on trends in the prevalence of tobacco use*, which comes at a time of precious little good news in public health. But despite the COVID-19 pandemic diverting attention, countries have continued the good work on tobacco control because its benefits for health and well-being are immediate and clear.

I congratulate all Member States for their progress so far and encourage them to continue the effort until they achieve their goals. The recent *WHO Report on the Global Tobacco Epidemic 2021* reported that 146 countries have at least one effective tobacco demand-reduction measure in place at the highest level, and now this report shows 150 countries are seeing rates of tobacco use decline, with 60 of these countries on track to achieve the ambitious voluntary reduction target set under the *WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020*. There is still more work to be done to ensure these gains are not lost and that all countries accelerate tobacco control.

It is inspiring to know that the number of tobacco users in the world diminishes every year. We can see that the simple and effective policies implemented in line with the WHO Framework Convention on Tobacco Control (WHO FCTC) are achieving their promised impact. The ambitions set by WHO's Thirteenth Global Programme of Work 2019–2023 to help 1 billion people live healthier lives are now a big step closer to fruition.

Dr Naoko Yamamoto

*Assistant Director-General, Universal Health Coverage/Healthier Populations  
World Health Organization*

## Foreword

On behalf of the University of Newcastle, Australia, I congratulate the World Health Organization (WHO) in publishing the fourth edition of its *Global report on trends in prevalence of tobacco use 2000–2025*.

In response to the threat posed by tobacco use to public health globally, WHO Member States in 2003 unanimously adopted the WHO Framework Convention on Tobacco Control. The preamble to the treaty emphasizes the special contribution that academic institutions can play in international tobacco control efforts. The University of Newcastle has a proud record of engagement with United Nations bodies to help improve the health and well-being of people everywhere. Our engagement in health started more than 35 years ago when the University of Newcastle became one of the WHO sites for the MONICA (Monitor trends and determinants of cardiovascular accidents) project. Today we continue this engagement through our collaboration with (among others) the WHO Tobacco Free Initiative. Our scientific involvement in the production of this report reflects our aims and objectives, as well as our engagement as a WHO Collaborating Centre.

The advent of COVID-19 in the past 2 years has captured the world's focus in almost all aspects of our lives. There is strong evidence that people who smoke and use tobacco generally are at higher risk of more complications from COVID 19-related diseases. It is satisfying to know that most countries have nonetheless continued their engagement in controlling the tobacco epidemic during these difficult years.

The report continues to reflect the encouraging progress made by WHO, countries and civil society everywhere in combatting the tobacco epidemic. Although the information presented in the report attests to a continuation of the declining trends in tobacco use almost everywhere on the planet, much remains to be done to ensure that the damage caused by tobacco use is truly ended. Tobacco growing, manufacturing, distribution, consumption and disposal of by-products is not only damaging to people's health and well-being but also has a substantial negative impact on the environment.

I wish to thank my colleagues from the University of Newcastle Priority Research Centre for Health Behaviour (PRCHB) for their contribution and their continuing close collaboration with WHO scientists in helping to produce this global report, despite the limitations placed on all of our working capacities by the COVID-19 pandemic.

The University of Newcastle remains committed to providing its technical know-how and energy to help WHO and all countries improve the lives of people everywhere.

Professor Kent Anderson

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## Abbreviations

BAU	Business as usual
ENDS	Electronic nicotine delivery systems
GPW 13	Thirteenth Global Programme of Work 2019–2023
GSHS	Global school-based student health survey
GYTS	Global Youth Tobacco Survey
HBSC	Health Behaviour in School-Aged Children Survey
HTP	Heated tobacco product
NCD	Noncommunicable disease
SDG	Sustainable development goal
WHO FCTC	WHO Framework Convention on Tobacco Control

## 1. Introduction

Tobacco use in any form kills and sickens millions of people every year (1). Over 8 million people died from a tobacco-related disease in 2019 (2). The number of annual deaths can be expected to keep growing even once rates of tobacco use are in decline, because tobacco kills its users and people exposed to its emissions slowly (3). World Health Organization (WHO) Member States adopted the WHO Framework Convention on Tobacco Control (WHO FCTC) in 2003 (4), which lays out specific, evidence-based actions that all Parties to the Convention should take to reduce demand for tobacco.

United Nations Sustainable Development Goal (SDG) Target 3.a is to “Strengthen the implementation of the WHO FCTC in all countries, as appropriate”. The indicator that demonstrates progress towards this target is 3.a.1, “Age-standardized prevalence of current tobacco use among persons aged 15 years and older” (5). WHO monitors global progress of this indicator, and reports results to the United Nations via this report.

The WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020 (NCD GAP) includes a target for reducing the global prevalence of tobacco use (smoked and smokeless tobacco) by 30% by the year 2025 relative to 2010 (6). This report uses data from Member States to monitor progress towards this target, and to project the likelihood of achieving it.

Each year, more countries are setting their own targets and calculating their own tobacco use trends and projections. Country-produced estimates are no less valid than WHO estimates. The value of WHO estimates is mainly to extract a global picture from comparable estimates by using a unified set of definitions and one estimation method for all countries. WHO estimates undergo a country consultation prior to publication.

WHO published the first edition of this report in 2015, the second in 2018 and the third in 2019. This is the fourth edition in the series. Indicators calculated for this report are current tobacco use as per SDG indicator 3.a.1, current tobacco smoking and current cigarette smoking prevalence among the population aged 15 years and older. The time series runs from 2000 to 2025 and is fully revised in each report using latest available data.

At the time of this report, 159 countries had one or more surveys that asked about any tobacco use, 183 countries had surveys that asked about tobacco smoking behaviour, and 178 had asked about

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