


Country profile China

WHO Framework Convention on Tobacco Control (WHO FCTC) status

Date of signature	10 November 2003
Date of ratification (or legal equivalent)	11 October 2005

Socioeconomic context

Population (thousands)	1 353 601
Income group	Middle



Monitor tobacco use and prevention policies

Prevalence of tobacco use

Tobacco use data from the latest survey results available to WHO as at 31 December 2012

Smoked tobacco prevalence (%)	Among youth		Among adults			
	Current tobacco smoking	Daily tobacco smoking	Current cigarette smoking	Daily cigarette smoking
Male	52.9	45.4	52.1	44.6
Female	2.4	2.0	2.3	1.9
Total	28.1	24.1	27.7	23.6

Adult: Global Adult Tobacco Survey, 2009; National, ages 15+

Smokeless tobacco prevalence (%)	Among youth	Among adults
	Current users of smokeless tobacco	Current users of smokeless tobacco
Male
Female
Total

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2011

Adult prevalence, smoking (%)	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	47	42	47	42
Female	2	2	2	2
Total	25	23	25	23

Tobacco control measures and programmes as at 31 December 2012



Smoke-free environments

	2012
Public places with smoke-free legislation:	
Health-care facilities	No
Educational facilities except universities	No
Universities	No
Government facilities	No
Indoor offices	No
Restaurants	No
Cafés, pubs and bars	No
Public transport	Yes
All other public places	NA
Compliance score §	3
National law requires fines for smoking	Yes
Fines levied on the establishment	No
Fines levied on the smoker	No
Dedicated funds for enforcement	No
Citizen complaints and investigations	No

§ A score of 0—10, where 0 is low compliance.

Subnational jurisdictions with complete smoke-free legislation

Jurisdictions with a incomplete ban are not listed.

Name of jurisdiction	Population of jurisdiction	% of national population protected
Hong Kong Special Administrative Region	7 000 000	1
Macao Special Administrative Region	568 700	0.04



Treatment of tobacco dependence

		2012
Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in your country?		No
Nicotine replacement therapy (e.g., patch, gum, lozenge, spray or inhaler)	Is this product legally sold in the country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy without a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	No
	Is any NRT on the country's essential drugs list?	No
Bupropion (e.g., Zyban, Wellbutrin)	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	No
Varenicline	Is this product legally sold in your country?	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product?	No
Is smoking cessation support available in the following places in your country?	Health clinics or other primary care facilities	Yes in some
	Hospitals	Yes in some
	Office of a health professional	Yes in some
	In the community	Yes in some
	Other	No
Does the national/federal health insurance or the national health service cover the cost of this support?	Health clinics or other primary care facilities	No
	Hospitals	No
	Office of a health professional	No
	In the community	No
	Other	—



Health warnings on tobacco packages

	2012	
	Cigarettes	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED	30	^
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	30	^
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	30	^
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	No	No
Does the law mandate font style, font size and colour for package warnings?	Yes	No
Are the health warnings rotating on packages?	Yes	No
Are the health warnings on packages written in the principal language(s) of the country?	Yes	No
Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?	No	No
Do the health warnings on packages include a photograph or graphic?	No	No
Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?	Yes	No
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	Yes	No
Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	No	No
Do health warnings on packages describe the harmful effects of tobacco use on health?	Yes	No
Does the law mandate specific health warnings on cigarette packages?	Yes	No
How many specific health warnings are approved by the law?	3	–
Does the law require or establish fines for violations regarding health warnings on packages?	No	No

^ Not specified.

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Health warnings on tobacco packages (continued)

	2012	
	Cigarettes	Smokeless tobacco
Are there any laws requiring that cigarette packaging and labelling do not use misleading terms which imply the product is less harmful than other similar products, such as “low tar”, “light”, “ultra-light”, or “mild”?	Yes	No
Are there any laws requiring that cigarette packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	No	No
Are there any laws requiring that cigarette packaging and labelling do not use descriptors depicting flavours?	No	No
Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on cigarette packaging, including when used as part of a brand name or trademark?	No	No
Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on cigarette packaging?	No	No
Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	–	–
Does the law prevent the display of expiry dates on cigarette packaging?	No	No
Is it mandatory for the quit line number to appear on packaging or labelling?	No	No
Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)?	No	No
Are there national laws or regulations completely banning the sale of all smokeless tobacco products?	No	

Anti-tobacco mass media campaigns

		2011-2012
Did the country have at least one national mass media campaign during the period?		Yes
Evidence-based planning	Campaign was part of a comprehensive tobacco control programme	Yes
	Campaign was pre-tested with the target audience	Yes
	Research about the target audience was conducted	Yes
Implementation	Campaign was aired on TV and/or radio	Yes
	Campaign used media planning to purchase or secure air-time and/or placement	Yes
	Earned media/public relations were used to promote the campaign	Yes
Evaluation	Process evaluation was employed to assess implementation	Yes
	Outcome evaluation was employed to assess effectiveness	Yes


Enforce bans on tobacco advertising,
promotion and sponsorship
Bans on tobacco advertising, promotion and sponsorship

	2012
Direct bans	
National TV and radio	Yes
International TV and radio	Yes ¹
Local magazines and newspapers	Yes
International magazines and newspapers	Yes ²
Billboards and outdoor advertising	No
Point of sale	No
Internet	No
Other direct bans	No
Compliance score of direct bans §	6
Indirect bans	
Free distribution	No
Promotional discounts	No
Non-tobacco goods and services identified with tobacco brand names	No
Brand name of non-tobacco products used for tobacco product	No
Appearance of tobacco brands in TV and/or films (product placement)	Yes
Appearance of tobacco products in TV and/or films	No
Sponsored events	No
Compliance score of indirect bans §	3
Publicity of corporate social responsibility activities by tobacco companies	No
Publicity of corporate social responsibility activities by other entities	No
Tobacco companies funding or making in-kind contributions to smoking prevention media campaigns	No
Required anti-tobacco ads for any visual entertainment media product that depicts tobacco products, use or images	No
Ban on tobacco vending machines	Yes

¹ The law does not explicitly address cross-border advertising. However, given that advertising is banned on all TV and radio, it is interpreted that both domestic and international levels are covered by the ban.

² The law does not explicitly address cross-border advertising. However, given that advertising is banned in all magazines and newspapers, it is interpreted that both domestic and international levels are covered by the ban.

§ A score of 0–10, where 0 is low compliance.

Subnational jurisdictions with a complete ban on tobacco advertising, promotion and sponsorship

While subnational legislation exists, no jurisdiction was assessed as having a complete ban in place.



Tobacco taxation policy as at 31 July 2012

Price of lowest-cost brand of cigarettes¹

		2012
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	CNY 2.50

¹ Data not approved by the national authorities.

Price of Marlboro or similar brand of cigarettes

		2012
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes

Taxes on the most popular brand of cigarettes¹

	WHO's comparable estimate for 2008	WHO's comparable estimate for 2010❖	WHO's comparable estimate for 2012
Price of most sold brand, pack of 20 cigarettes			
In currency reported by country	CNY 5.00	CNY 5.00	CNY 5.00
In international dollars (purchasing power parity)	1.31	1.29	1.18
Taxes on this brand (% of retail price) ⚡			
Total taxes	36.2%	40.8%	40.8%
Specific excise	1.2%	1.2%	1.2%
Ad valorem excise	17.2%	21.3%	21.3%
Value added tax (VAT)	14.5%	14.5%	14.5%
Import duty	0.0%	0.0%	0.0%
Other taxes	3.3%	3.7%	3.7%

¹ Data not approved by the national authorities.

❖ The country has increased tobacco excises overall since 2008; however, due to price variability the effect is not necessarily apparent in the tax indicators.

⚡ Individual categories of tax may not add to total due to rounding.

Annual tax revenues from tobacco products¹

	Most recent year: 2011
Is tax revenue data for all tobacco products or cigarettes only?	All tobacco products
Total Excise (specific and ad valorem)	335 255 320 000.00
Value added tax (VAT) and other sales taxes	80 607 384 000.00
Import duties and all other taxes (excluding corporate taxes on tobacco companies)	8 276 687 000.00
Total	424 139 391 000.00
Currency	CNY

¹ Data not approved by the national authorities.

National tobacco control programme

	Most recent year available
Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	27
Government expenditure on tobacco control:	
In currency reported by country	CNY 20 000 000
In US\$ at official exchange rate	2 878 255
