

Cigarette Package Warning Size and Use of Pictures: International Summary

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Picture warnings

At least 35 countries/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; 2010)
5. Venezuela (2005; 2009)
6. Jordan (2006)
7. Australia (2006;
rotation of Sets A, B every 12 months)
8. Uruguay (2006; 2008; 2009a; 2009b; 2010)
9. Panama (2006; 2009)
10. Belgium (2006)
11. Chile (2006; 2007; 2008; 2009)
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. Cook Islands (2008)¹
19. Iran (2009)
20. Malaysia (2009)
21. Taiwan (2009)
22. Peru (2009)
23. Djibouti (2009)
24. Mauritius (2009)
25. India (2009)
26. Cayman Islands (2009)
27. Paraguay (2010; 2011; 2012)²
28. Latvia (2010)
29. Pakistan (2010)
30. Switzerland (2010;
rotation of Sets 1, 2, 3 every 24 months)
31. Colombia (2010)
32. Turkey (2010)
33. Mexico (2010)
34. Norway (2011)
35. Malta (2011)

Many other countries/jurisdictions are in the process of doing so, or have stated that picture warnings are under consideration, including Bangladesh, France, Guyana, Iceland, Ireland, Macao, Mongolia, Philippines, Portugal, Slovakia, Spain, South Africa, Trinidad and Tobago, Vietnam, the Gulf Cooperation Council (GCC: 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, Jamaica, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago).

For more information, visit:

www.tobaccolabels.org

www.smoke-free.ca/warnings

<http://blogsofbainbridge.typepad.com/warnings/>

http://tobaccofreecenter.org/resources/warning_labels

Ranking of Countries/Jurisdictions for Largest-Sized Cigarette Package Warnings

Note: in the first column, the two numbers in parentheses indicate the size on the front of the cigarette package followed by the size on the back of the package.

Size - Average of Front and Back

80%	Uruguay (80% of front and back)
65%	Mauritius (60% of front, 70% of back)
65%	Mexico (30%, 100%)
60%	Paraguay ² (60%, 60%)
60%	Australia (30%, 90%)
60%	New Zealand (30%, 90%)
60%	Cook Islands (30%, 90%)
56%	Belgium (48%, 63%, including border)
56%	Switzerland (48%, 63%, including border)
55%	Thailand (55%, 55%)
52%	Finland (45%, 58%, including border)
52%	Ireland (45%, 58%, including border)
50%	Brunei (50%, 50%)
50%	Canada (50%, 50%)
50%	Chile (50%, 50%)
50%	Djibouti (50%, 50%)
50%	Egypt (50%, 50%)
50%	Hong Kong (50%, 50%)
50%	Iran (50%, 50%)
50%	Panama (50%, 50%)
50%	Singapore (50%, 50%)
50%	Albania (50%, 50%)
50%	Bolivia (50%, 50%)
50%	Cameroon (50%, 50%)
50%	Eritrea (50%, 50%)
50%	Madagascar (50%, 50%)
50%	Malaysia (40%, 60%)
50%	Brazil (100% of either front or 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%, 53%, including border)
48%	Iceland (43%, 53%, including border)

Pending:

50%	United States (50%, 50%)
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Size - Front of Package

80%	Uruguay
65%	Turkey
60%	Mauritius
60%	Paraguay ²
55%	Thailand
50%	Brunei
50%	Canada
50%	Chile
50%	Djibouti
50%	Egypt
50%	Hong Kong
50%	Iran
50%	Madagascar
50%	Panama
50%	Singapore
50%	Albania
50%	Bolivia
50%	Cameroon
50%	Eritrea
48%	Belgium
48%	Switzerland
45%	Finland

Notes

¹ Cook Islands: Warnings are to either comply with the Australian or New Zealand requirements (which include pictures), or to require 50% text warnings with specified messages in English and in Cook Islands Maori. In practice, packages contain pictures as required in Australia/New Zealand.

² Paraguay: size will be 50%/40% in 2010, 50%/50% in 2011, and 60%/60% with yellow background in 2012.