

Country profile
Japan


Note: Where no data were available, "..." shows in the table. Where data were not required, "-" shows in the table.

WHO Framework Convention on Tobacco Control (WHO FCTC) status

Date of signature	9 March 2004
Date of ratification (or legal equivalent)	8 June 2004

Socioeconomic context

Population (thousands)	126 995
Income group	High income



**Monitor tobacco use and
prevention policies**

Prevalence of tobacco use

Tobacco use data as provided by the country from the latest survey result available to WHO as at
1 November 2010

Adult prevalence, smoking (%)*	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	38.2
Female	10.9
Total	23.4
Adult prevalence, smokeless tobacco use (%)*	...			
Male	...			
Female	...			
Total	...			

* Ages 20+, Heisei 21-nen kokumin kenkou eiyou tyosa kekka no gaiyou
[National Health and Nutrition Survey], 2009

"..." Data not reported/not available.

**WHO age-standardized estimated prevalence of smoking among those aged 15 years or more:
Year 2009**

Adult prevalence, smoking (%)	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	42	39	42	39
Female	12	11	12	11
Total	27	25	27	25

Tobacco control measures and programmes as at 31 December 2010



Smoke-free environments

	2010
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
Pubs and bars	No
Public transport	No
All other public places	NA
Compliance score §	—
National law requires fines for smoking	No
Fines levied on the establishment	—
Fines levied on the smoker	—
Dedicated funds for enforcement	No
Citizen complaints and investigations	No

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

Subnational laws on smoke-free environments

No subnational legislation was reported.



Treatment of tobacco dependence

		2010
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?	Yes
Bupropion (e.g., Zyban, Wellbutrin)	Is this product legally sold in your country?	No
	Where and how can this product be legally purchased in your country?	—
	Does the national/federal health insurance or the national health service cover the cost of this product?	—
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?	Partially
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	...
Does the national/federal health insurance or the national health service cover the cost of this support?	Health clinics or other primary care facilities	Partially
	Hospitals	Partially
	Office of a health professional	No
	In the community	No
	Other	...



Health warnings on tobacco packages

	2010	
	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	30
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	30	30
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	30	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	Yes
Are the health warnings rotating on packages?	Yes	Yes
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes
Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?	Yes	Yes
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	Yes
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	Yes	Yes
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	Yes
Does the law mandate specific health warnings on cigarette packages?	Yes	Yes
How many specific health warnings are approved by the law?	8	4
Does the law require or establish fines for violations regarding health warnings on packages?	Yes	Yes
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"?	No	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

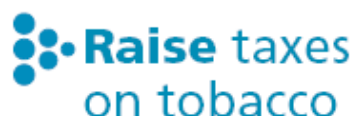
* It is mandatory that a website address appears on the package providing information about smoking cessation.


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

	2010
Direct bans	
National TV and radio	No*
International TV and radio	No
Local magazines and newspapers	No
International magazines and newspapers	No
Billboards and outdoor advertising	No*
Point of sale	No
Internet	No
Other direct bans	No
Compliance score of direct bans §	—
Indirect bans	
Free distribution	No
Promotional discounts	Yes
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)	No
Appearance of tobacco products in TV and/or films	No
Sponsored events	No
Other indirect bans	No
Compliance score of indirect bans §	...
Are there subnational laws or regulations banning some or all types of tobacco advertising, promotion and sponsorship mentioned in the above questions?	Yes

* In practice, tobacco brand advertisements have not been broadcast on television and radio since April 1998 and are not conducted on buses, taxis, ships or airplanes.

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



Tobacco taxation policy as at 31 July 2010

Price of lowest-cost brand of cigarettes (Golden Bat)

		2008	2010
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	JPY 140.00	JPY 140.00

Price of Marlboro or similar brand of cigarettes (Marlboro)

		2008	2010
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	JPY 320.00	JPY 320.00

Taxes on the most popular brand of cigarettes (Mild Seven)

	WHO's comparable estimate for 2008	WHO's comparable estimate for 2010
Price of most sold brand, pack of 20 cigarettes		
In currency reported by country	JPY 300.00	JPY 300.00
In US\$ at official exchange rate	USD 3.31	USD 3.47
Taxes on this brand (% of retail price) [⌘]		
Total taxes	63	63
Specific excise	58	58
Ad valorem excise	0	0
Value added tax (VAT)	5	5
Import duty	—	—
Other taxes	0	0

[⌘] Individual categories of tax may not add to total due to rounding.

National tobacco control programme

	2010
Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	6
Government expenditure on tobacco control:	
In currency reported by country	JPY 295 482 000
Year of expenditure	2010
In US\$ at official exchange rate	US\$ 3 366 165
