

Country profile Japan

Summary of MPOWER measures in Japan

M	P	O	W		E	R	
MONITORING	SMOKE-FREE POLICIES	CESSATION PROGRAMMES	HEALTH WARNINGS	MASS MEDIA	ADVERTISING BANS	TAXATION	CIGARETTES LESS AFFORDABLE SINCE 2008
	— ①				—	63.1%	YES

Compliance is scored 0—10 where 10 is the highest level of compliance. Compliance is measured only for P and E. The methods used to compile this profile are described in the technical notes of the *WHO report on the global tobacco epidemic, 2019*.
 ① Policy adopted but not implemented by 31 December 2018.

MPOWER score colour key

Complete policy	Moderate policy	Minimal policy	No policy or weak policy	Not categorized/ No data
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Affordability category

YES	NO	↔
cigarettes became less affordable	cigarettes did not become less affordable	no trend change in affordability of cigarettes

The colours are explained in more detail in the MPOWER legend on the last page of this document. In all tables “...” means data are not available and “—” means data are not required.

WHO Framework Convention on Tobacco Control

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

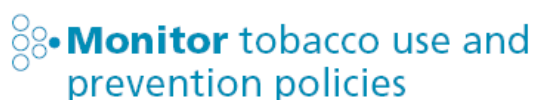
Population	Income group
127 185 332	High-income

National tobacco control programme as at 31 December 2018

Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	2
Government's expenditures on tobacco control, latest available year (), in currency reported by country	...

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Survey of adults

Recent	Yes
Representative	Yes
Periodic	Yes

Survey of youth

Recent	Yes
Representative	Yes
Periodic	Yes

Tobacco use prevalence from the latest survey completed by 31 December 2018

	Tobacco use		Tobacco smoking		Cigarette smoking		Smokeless tobacco use		E-cigarette use	
	Current	Daily	Current	Daily	Current	Daily	Current	Daily	Current	Daily
Survey: National Health and Nutrition Survey, 2017; National, ages 20+										
Male	29.3	27.8
Female	7.2	6.5
Both sexes	17.7	16.6
Survey: National survey on underage smoking and drinking, 2017; National, ages Junior-High										
Male	0.7	0.2	0.8	0.1
Female	0.5	0.1	0.5	0.1
Both sexes	0.6	0.1	0.7	0.1

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2017

These rates are modelled using all national survey data published since 1990 to estimate the underlying prevalence trends by sex, then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data from 2017. See the report for further details.

Prevalence (%)	Any tobacco use (smoked and smokeless)		Any tobacco smoking		Cigarette smoking	
	Current	Daily	Current	Daily	Current	Daily
Male	34.1	28.5	32.8	27.4
Female	10.7	8.9	10.4	8.4
Both sexes	22.4	18.7	21.6	17.9

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	2018	Compliance
Complete* smoke-free laws exist in the following places:		
Health-care facilities	Yes ¹	—
Educational facilities except universities	Yes ¹	—
Universities	Yes ¹	—
Government facilities	Yes ¹	—
Indoor offices and workplaces	No	—
Restaurants	No	—
Cafés, pubs and bars	No	—
Public transport	No	—
All other public places	—	—
Compliance score		—
Law requires fines for smoking	Yes	
Fines levied on the establishment	Yes	
Fines levied on the smoker	Yes	
Funds dedicated for enforcement	No	
Complaint system that requires an investigation after a complaint	No	

* "Complete" means that smoking is not permitted, with no exemptions allowed. Ventilation and any form of designated smoking rooms and/or areas do not protect from the harms of second-hand tobacco smoke, and the only laws that provide protection are those that result in the complete absence of smoking in all public places.

¹Provision adopted but not implemented by 31 December 2018.

Subnational laws on smoke-free environments

Subnational laws exist. Please refer to the report.

Treatment of tobacco dependence as at 31 December 2018

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

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Health warnings on tobacco packages

	2018				2018		
	Cigarettes	Other smoked tobacco	Smokeless tobacco		Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	Yes	Yes	Does the law require or establish fines for violations regarding health warnings on packages?	Yes	Yes	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	30	Are there any laws requiring that tobacco 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	No
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	30	30	30	Are there any laws requiring that tobacco packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	No	No	No
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	30	30	30	Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours?	No	No	No
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	No	No	No	Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on tobacco packaging, including when used as part of a brand name or trademark?	No	No	No
Does the law mandate font style, font size and colour for package warnings?	No	No	No	Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging?	No	No	No
Are the health warnings rotating on packages?	Yes	Yes	Yes	Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	—	—	—
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes	Yes	Does the law prevent the display of expiry dates on tobacco packaging?	No	No	No
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	Yes	Is it mandatory for the quit line number to appear on packaging or labelling?	No ¹	No	No
Do the health warnings on packages include a photograph or graphic?	No	No	No	Does the law mandate plain packaging?	No	No	No
Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?	Yes	Yes	Yes				
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	Yes	Yes	Yes				
Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	No	No	No				
Do health warnings on packages describe the harmful effects of tobacco use on health?	Yes	Yes	Yes				
Does the law mandate specific health warnings on packages?	Yes	Yes	Yes				
How many specific health warnings are approved by the law?	8	3	4				

¹A website address must appear on the package providing information about smoking cessation.

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Anti-tobacco mass media campaigns between 1 July 2016 and 30 June 2018

Was there a national campaign aired during the period?	Yes
Was the campaign aired on television and/or radio?	No
Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials?	No
Were the campaign materials tested with the target audience before the campaign was run?	No
Did you obtain air time (radio, television) and/or placement (billboards, print advertising, etc) by purchasing or securing them using either your organisation/institution's internal resources or an external media planner or agency?	...
Did you, or your media planner/agency, use a monitor to confirm that the campaign materials were used as planned/scheduled on television, radio, print, billboards, internet, etc?	Yes
Did you work with journalists to gain publicity or coverage in the news for the campaign?	No
Was an evaluation done to assess the impact of the campaign?	No
Was this campaign part of a comprehensive government tobacco control program?	...

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Enforce bans on tobacco advertising, promotion and sponsorship

	2018	Compliance
Bans on direct tobacco advertising		
National TV and radio	No ¹	—
International TV and radio	No ¹	—
Local magazines and newspapers	No	—
International magazines and newspapers	No	—
Billboards and outdoor advertising	No	—
Advertising at point of sale	No	—
Advertising on internet	No	—
Other direct bans	No ²	—
Compliance score of direct bans		—
Law requires fines for violations of direct advertising bans	—	
Bans on tobacco promotion and sponsorship		
Free distribution	No	—
Promotional discounts	No ³	—
Non-tobacco products 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	—
Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images	No	—
Complete ban on sponsorship	No	—
Ban on sponsorship contributions (financial or other support)	No	—
Ban on publicizing sponsorship or other support	No	—
Ban on Corporate Social Responsibility activities (CSR)	No	—
Tobacco companies/the tobacco industry publicizing their CSR activities	No	—
Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies	No	—
Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth	No	—
Law explicitly bans tobacco products display at point of sale	No	—
Other indirect bans	No	—
Compliance score of indirect bans		—
Law requires fines for violations of indirect advertising bans	—	
Law completely bans tobacco vending machines	No	—
Law bans internet sales of tobacco products	No	—

¹In practice, tobacco brand advertisements have not been broadcast on TV or radio since April 1998.

²In practice, tobacco brand advertisements are not conducted on buses, taxis, ships and airplanes.

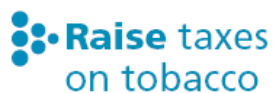
³No discounted prices are allowed, however promotional gifts or offers are allowed for adults only.

Subnational laws on tobacco advertising, promotion and sponsorship

Subnational jurisdictions have the authority to adopt laws that ban some or all types of tobacco advertising, promotion and sponsorship mentioned in Table 2C, however no subnational laws have been reported.

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Tobacco taxation policy and prices as at 31 July 2018

Price of lowest cost brand and premium brand of cigarettes

	Price of lowest cost brand of cigarettes	Price of premium brand cigarettes
Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes, country-reported value, 2018	JPY 330.00	JPY 470.00

Taxes on the most sold brand of cigarettes

	WHO's estimate for 2018
Price of most sold brand of cigarettes (standardized to a pack of 20)	
In currency reported by country	JPY 440.00
In international dollars (purchasing power parity adjusted)	4.45
In US dollars at official exchange rates	3.97
Taxes on this brand (% of retail price) †	
Total taxes	63.1%
Specific excise	55.7%
Ad valorem excise	0.0%
Value added tax (VAT) or sales tax	7.4%
Import duty	0.0%
Other taxes	0.0%

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

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Taxes on the most sold brand of specific tobacco products other than cigarettes

Price of most sold brand of...	Other smoked tobacco product (standardized to one piece for cigars and cigarillos and 20 grams for the other products)	Smokeless tobacco product (standardized to 20 grams)	Heated tobacco product (per 20 sticks)
In currency reported by country	JPY 460.00
In international dollars (purchasing power parity adjusted)	4.65
In US dollars at official exchange rates	4.15
Taxes on the most sold brand (% of retail price) *			
Total taxes	49.9%
Specific excise	41.8%
Ad valorem excise	0.0%
Value added tax (VAT) or sales tax	7.4%
Import duty	0.7%
Other taxes	0.0%

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

Affordability

% of GDP per capita required to purchase 100 packs of the most sold brand of cigarettes (the higher the %, the less affordable)	1.00%
Cigarettes are less affordable in 2018 compared to 2016	No
Cigarettes have become less affordable between 2008 and 2018 (trend average)	Yes

Use of earmarked tobacco taxes for health

No earmarking of tobacco taxes for health reported.

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Supplementary tax information

	Most recent data reported
Type of excise applied	Specific excise
Uniform excise tax applied Yes (uniform), No (tiered/varying rates)	No
Greater reliance on specific tax in mixed excise regime	—
Minimum specific tax applied in ad valorem or mixed excise regime	—
Retail price used as base of ad valorem component in ad valorem or mixed excise regime (or retail price exclusive of VAT)	—
Specific tax component automatically adjusted for inflation (or other)	...
A minimum price policy is implemented	No
Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap)	70.21%
Tax stamps, fiscal mark, banderole or other type of marking applied on cigarettes	No
Tax stamps, fiscal mark, banderole or other type of marking applied on other tobacco products	No
Sales of duty (or excise) free cigarettes banned	No

Annual tax revenues from tobacco products at the national/federal level

	Most recent data reported
Is tax revenue data for all tobacco products or cigarettes only?	All Tobacco products
Year	2017/2018
Currency	JPY
Total Excise (specific and ad valorem)	2 001 220 000 000.00
Value added tax (VAT) and other sales taxes	...
Import duties and all other taxes (excluding corporate taxes on tobacco companies)	...
Total	...

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Legend: Summary of MPOWER measures (see page 1)

MONITORING: PREVALENCE DATA

	No known data or no recent data or data that are not both recent and representative
	Recent and representative data for either adults or youth
	Recent and representative data for both adults and youth
	Recent, representative and periodic data for both adults and youth

SMOKE-FREE POLICIES: POLICIES ON SMOKE-FREE ENVIRONMENTS

	Data not reported/not categorized
	Complete absence of ban, or up to two public places completely smoke-free
	Three to five public places completely smoke-free
	Six to seven public places completely smoke-free
	All public places completely smoke-free (or at least 90% of the population covered by complete subnational legislation)

CESSATION PROGRAMMES: TREATMENT OF TOBACCO DEPENDENCE

	Data not reported
	None
	NRT and/or some cessation services (neither cost-covered)
	NRT and/or some cessation services (at least one of which is cost-covered)
	National quit line, and both NRT and some cessation services cost-covered

HEALTH WARNINGS: HEALTH WARNINGS ON CIGARETTE PACKAGES

	Data not reported
	No warnings or small warnings
	Medium size warnings missing some or many appropriate characteristics OR large warnings missing many characteristics
	Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
	Large warnings with all appropriate characteristics

MASS MEDIA: ANTI-TOBACCO CAMPAIGNS

	Data not reported
	No national campaign conducted between July 2016 and June 2018 with duration of at least three weeks
	National campaign conducted with one to four appropriate characteristics
	National campaign conducted with five to six appropriate characteristics, or with seven characteristics excluding airing on television and/or radio
	National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio

ADVERTISING BANS: BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP

	Data not reported
	Complete absence of ban, or ban that does not cover national television, radio and print media
	Ban on national television, radio and print media only
	Ban on national TV, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
	Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by complete subnational legislation)

TAXATION: SHARE OF TOTAL TAXES IN THE RETAIL PRICE OF THE MOST SOLD BRAND OF CIGARETTES

	Data not reported
	<25% of retail price is tax
	≥25% and <50% of retail price is tax
	≥50% and <75% of retail price is tax
	≥75% of retail price is tax

AFFORDABILITY

YES	Cigarettes less affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand increased on average between 2008 and 2018.
NO	Cigarettes more affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand declined on average between 2008 and 2018.
↔	No trend change in affordability of cigarettes since 2008.