

Country profile

Iran (Islamic Republic of)

Summary of MPOWER measures in Iran (Islamic Republic of)

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, 2023*.

| M | P | O | W | | E | R | |
|------------|-------------------------|----------------------|-----------------|------------|------------------|----------|---------------------------------------|
| MONITORING | SMOKE-FREE ENVIRONMENTS | CESSATION PROGRAMMES | HEALTH WARNINGS | MASS MEDIA | ADVERTISING BANS | TAXATION | CIGARETTES LESS AFFORDABLE SINCE 2012 |
| | 10 | | | | 10 | 25.7% | YES |

MPOWER score colour key

| | | | | |
|------------------|------------------|-----------------|---------------------------|--------------------------|
| Complete measure | Moderate measure | Minimal measure | No policy or weak measure | Not categorized/ No data |
|------------------|------------------|-----------------|---------------------------|--------------------------|

Affordability category

| | | |
|--|---|---|
| YES cigarettes became less affordable | NO 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) |
|-------------------|--|
| 16 June 2003 | 6 Nov 2005 |

| Population | Income group |
|------------|---------------|
| 88 550 570 | Middle-income |

National tobacco control programme as at 31 December 2022

| | |
|---|----------------|
| Specific national government objectives in tobacco control | Yes |
| National agency or technical unit for tobacco control | Yes |
| Number of full-time equivalent staff | 20 |
| Government's expenditures on tobacco control, latest available year (2014), in currency reported by country | USD 435 000 |

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Nationally representative surveys of adults

| | |
|----------------|-----|
| Recent | Yes |
| Representative | Yes |
| Periodic | Yes |

Nationally representative surveys of adolescents

| | |
|----------------|-----|
| Recent | Yes |
| Representative | Yes |
| Periodic | Yes |

Tobacco use prevalence from the latest survey completed by 31 December 2022

| | Tobacco use | | Tobacco smoking | | Cigarette smoking | | Smokeless tobacco use | | E-cigarette use | |
|--|-------------|-------|-----------------|-------|-------------------|-------|-----------------------|-------|-----------------|-------|
| | Current | Daily | Current | Daily | Current | Daily | Current | Daily | Current | Daily |
| Adults survey: STEPS Survey, 2016; National, ages 18+ | | | | | | | | | | |
| Male | ... | ... | 24.4 | 18.7 | 20.1 | ... | ... | ... | ... | ... |
| Female | ... | ... | 3.8 | 0.8 | 0.9 | ... | ... | ... | ... | ... |
| Both sexes | ... | ... | 13.6 | 9.4 | 10.1 | ... | ... | ... | ... | ... |
| Adolescents survey: Global Youth Tobacco Survey, 2016; National, ages 13-15 | | | | | | | | | | |
| Male | 12.9 | ... | 11.6 | ... | 4.8 | ... | 3.1 | ... | ... | ... |
| Female | 7.7 | ... | 7.1 | ... | 2.1 | ... | 0.8 | ... | ... | ... |
| Both sexes | 10.2 | ... | 9.2 | ... | 3.4 | ... | 1.9 | ... | ... | ... |

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2021

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 2021. 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 | 24.1 | 19.7 | 17.5 | 15.3 | 14.9 | 5.6 |
| Female | 3.1 | 2.1 | 1.2 | 0.7 | 0.6 | 0.3 |
| Both sexes | 13.6 | 10.9 | 9.3 | 8.0 | 7.8 | 3.0 |

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| | 2022 | Compliance |
|---|------|------------|
| Complete* smoke-free laws exist in the following places: | | |
| Health-care facilities | Yes | 10 |
| Educational facilities except universities | Yes | 10 |
| Universities | Yes | 6 |
| Government facilities | Yes | 10 |
| Indoor offices and workplaces | Yes | 9 |
| Restaurants | Yes | 8 |
| Cafés, pubs and bars | Yes | 5 |
| Public transport | Yes | 10 |
| All other public places | Yes | |
| Compliance score | | 10 |
| Law requires fines for smoking | Yes | |
| Fines levied on the establishment | No | |
| Fines levied on the smoker | Yes | |
| Funds dedicated for enforcement | Yes | |
| Complaint system that requires an investigation after a complaint | Yes | |

* "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.

Subnational laws on smoke-free environments

All subnational jurisdictions are covered by a complete national smoke-free law.

Treatment of tobacco dependence as at 31 December 2022

| | | |
|--|---|---------------------|
| Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in Iran (Islamic Republic of)? | | Yes |
| Nicotine replacement therapy (NRT, 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? | 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 |
| 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? | Pharmacy with Rx |
| | Does the national/federal health insurance or the national health service cover the cost of this product? | Fully |
| Varenicline | Is this product legally sold in your country? | Yes |
| | 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? | Fully |
| 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 |
| Does the national/federal health insurance or the national health service cover the cost of this support? | Other | Yes in some |
| | Health clinics or other primary care facilities | Partially |
| | Hospitals | Partially |
| | Office of a health professional | No |
| | In the community | No |
| | Other | No |

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Health warnings on tobacco packages

| | 2022 | | | | 2022 | | |
|--|------------|----------------------|-------------------|--|------------|----------------------|-------------------|
| | 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 | Sale is banned | Does the law require or establish fines for violations regarding health warnings on packages? | 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 | 50 | 50 | — | 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”? | Yes | Yes | — |
| What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings? | 50 | 50 | — | 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 | — |
| What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings? | 50 | 50 | — | Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours? | No | No | — |
| Does the law mandate that the warning be placed at the top of the principle display areas of the package? | Yes | Yes | — | 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 | — |
| Does the law mandate font style, font size and colour for package warnings? | Yes | Yes | — | Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging? | No | No | — |
| Are the health warnings rotating on packages? | 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 | — | Does the law prevent the display of expiry dates on tobacco packaging? | 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? | No | No | — | Is it mandatory for the quit line number to appear on packaging or labelling? | No | No | — |
| Do the health warnings on packages include a photograph or graphic? | Yes | Yes | — | Does the law mandate plain packaging? | 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? | No | 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 | Yes | — | | | | |
| Does the law mandate specific health warnings on packages? | Yes | Yes | — | | | | |
| How many specific health warnings are approved by the law? | 13 | 13 | — | | | | |

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Anti-tobacco mass media campaigns between 1 July 2020 and 30 June 2022

| | |
|--|-----|
| Was there a national campaign aired during the period? | Yes |
| Was the campaign aired on television and/or radio? | Yes |
| 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? | Yes |
| 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? | Yes |
| Was an evaluation done to assess the impact of the campaign? | No |
| Was this campaign part of a comprehensive government tobacco control program? | Yes |

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| | 2022 | Compliance |
|--|------------------|------------|
| Bans on direct tobacco advertising | | |
| National TV and radio | Yes | 9 |
| International TV and radio | Yes ¹ | |
| Local magazines and newspapers | Yes | 10 |
| International magazines and newspapers | Yes ² | |
| Billboards and outdoor advertising | Yes | 10 |
| Advertising at point of sale | Yes | 4 |
| Advertising on internet | Yes | |
| Other direct bans | Yes | |
| Compliance score of direct bans | | 10 |
| Law requires fines for violations of direct advertising bans | Yes | |
| Bans on tobacco promotion and sponsorship | | |
| Free distribution | Yes | 10 |
| Promotional discounts | Yes | 10 |
| Non-tobacco products identified with tobacco brand names | Yes ³ | 10 |
| Brand name of non-tobacco products used for tobacco product | Yes ⁴ | 9 |
| Appearance of tobacco brands in TV and/or films (product placement) | Yes | 10 |
| Appearance of tobacco products in TV and/or films | Yes | 5 |
| 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 | — | |
| Complete ban on sponsorship | Yes | 10 |
| Ban on Corporate Social Responsibility activities (CSR) | Yes | |
| Tobacco companies/the tobacco industry publicizing their CSR activities | Yes | |
| Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies | Yes | |
| Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth | Yes | |
| Law explicitly bans tobacco products display at point of sale | Yes | |
| Other indirect bans | Yes | |
| Compliance score of indirect bans | | 10 |
| Law requires fines for violations of indirect advertising bans | 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.

³ Although the law does not explicitly ban the identification of non-tobacco products with tobacco brand names (brand stretching) and does not provide a definition of tobacco advertising and promotion, we interpret that brand stretching is covered by the existing ban of all forms of advertising and promotion because this country is a Party to the WHO FCTC and we assume that the WHO FCTC definition applies.

⁴ Although the law does not explicitly ban the usage of brand names of non-tobacco products for tobacco products (brand sharing) and does not provide a definition of tobacco advertising and promotion, we interpret that brand sharing is covered by the existing ban of all forms of advertising and promotion because this country is a Party to the WHO FCTC and we assume that the WHO FCTC definition applies.

Subnational laws on tobacco advertising, promotion and sponsorship

All subnational jurisdictions are covered by a complete national TAPS law.

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2022

Sales restrictions

| | |
|--|------|
| Law bans tobacco vending machines | Yes |
| Law bans internet sales of tobacco products | Yes |
| Law bans imitation of tobacco products (candies, toys, sweets, etc.) | Yes |
| Minimum age at which a person may purchase tobacco products | 18 |
| Law bans the sale of single sticks of cigarettes | No |
| Minimum number of cigarettes allowed in a pack | None |

ENDS 2022

ENNDS 2022

Regulation of ENDS and ENNDS

| | Ban on sale, import, production, supply, export, commercial purchase, commercial sale | Ban on sale, import, production, supply, export, commercial purchase, commercial sale |
|---|---|---|
| General bans | | |
| National laws or regulations regulate e-cigarettes | No | No |
| Ban on use of ENDS/ENNDS in indoor public places, workplaces and public transport | None | Same as ENDS |
| Health warning on device packaging | — | Same as ENDS |
| Health warning on e-liquid packaging | — | Same as ENDS |
| Ban on advertising, promotion and sponsorship of devices | No explicit ban | Same as ENDS |
| Ban on advertising, promotion and sponsorship of e-liquids | No explicit ban | Same as ENDS |
| Minimum age of sale | — | — |
| How flavours are regulated | — | — |

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Tobacco taxation policy and prices as at 31 July 2022

Price of lowest cost brand and premium brand of cigarettes

| | Price of lowest cost brand of cigarettes | Price of premium brand cigarettes |
|--|--|-----------------------------------|
| | IRR | IRR |
| Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes, country-reported value, 2022 | 110 000.00 | 1300 000.00 |

Taxes on the most sold brand of cigarettes

| | |
|--|-------------------------|
| | WHO's estimate for 2022 |
| Price of most sold brand of cigarettes (standardized to a pack of 20) | |
| In currency reported by country | IRR 250 000.00 |
| In international dollars (purchasing power parity adjusted) | 4.01 |
| In US dollars at official exchange rates | 5.95 |
| Taxes on this brand (% of retail price) * | |
| Total taxes | 25.69% |
| Specific excise | 0.00% |
| Ad valorem excise | 0.00% |
| Value added tax (VAT) or sales tax | 24.83% |
| Import duty | 0.00% |
| Other taxes (Fee for license issuance (2% PP)) | 0.86% |

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

Affordability

| | |
|--|-------|
| % of GDP per capita required to purchase 100 packs (or 2000 cigarettes) of the most sold brand of cigarettes (the higher the %, the less affordable) | 2.15% |
| Cigarettes are less affordable in 2022 compared to 2020 | No |
| Cigarettes have become less affordable between 2012 and 2022 (trend average) | Yes |

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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 20 grams) Waterpipe tobacco | Smokeless tobacco product (standardized to 20 grams) | Heated tobacco product (per 20 sticks) |
|---|--|--|--|
| In currency reported by country | IRR 200 000.00 | ... | Sale is banned |
| In international dollars (purchasing power parity adjusted) | 3.21 | ... | — |
| In US dollars at official exchange rates | 4.76 | ... | — |
| Taxes on the most sold brand (% of retail price) * | | | |
| Total taxes | 28.05% | ... | — |
| Specific excise | 0.00% | ... | — |
| Ad valorem excise | 0.00% | ... | — |
| Value added tax (VAT) or sales tax | 26.38% | ... | — |
| Import duty | 0.00% | ... | — |
| Other taxes (License issuance fee) — | 1.67% | ... | — |

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

Taxes on the cheapest brand of e-liquids of Electronic Nicotine Delivery Systems (ENDS) and Electronic Non-Nicotine Delivery Systems (ENNDS)

| Price of cheapest brand of... | Closed systems e-liquids (1 ml) | Closed systems disposables (1 ml) | Open systems e-liquids (10 ml) |
|---|---------------------------------|-----------------------------------|--------------------------------|
| In currency reported by country | Not sold | Not sold | Not sold |
| In international dollars (purchasing power parity adjusted) | — | — | — |
| In US dollars at official exchange rates | — | — | — |
| E-liquid contains nicotine (Yes=ENDS, No=ENNDS) | — | — | — |
| Taxes on the cheapest brand (% of retail price) * | | | |
| Total taxes | — | — | — |
| Specific excise | — | — | — |
| Ad valorem excise | — | — | — |
| Value added tax (VAT) or sales tax | — | — | — |
| Import duty | — | — | — |
| Other taxes | — | — | — |

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

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Use of earmarked tobacco taxes for health

No earmarking of tobacco taxes for health reported.

Supplementary tax information

| | Most recent data reported |
|--|---------------------------|
| Type of excise applied | No excise |
| Uniform excise tax applied Yes (uniform), No (tiered/varying rates) | — |
| 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) | — |
| Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap) | 8.46% |
| Sales of duty (or excise) free cigarettes banned | No |

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

| | Most recent data reported |
|--|---------------------------|
| Year | 2022 |
| Is tax revenue data for all tobacco products or cigarettes only? | Cigarettes only |
| Currency | IRR |
| Total Excise (specific and ad valorem) | 0.00 |
| Value added tax (VAT) and other sales taxes | 60 904 000 000 000.00 |
| Import duties | 0.00 |
| All other taxes (excluding corporate taxes on tobacco companies) | 0.00 |
| Total | 60 904 000 000 000.00 |

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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 ENVIRONMENTS: SMOKING BANS

| | |
|--|---|
| | Data not reported |
| | 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 2020 and June 2022 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 100 packs (or 2000 cigarettes) of the most sold brand increased on average between 2012 and 2022. |
| NO | Cigarettes more affordable – per capita GDP needed to buy 100 packs (or 2000 cigarettes) of the most sold brand declined on average between 2012 and 2022. |
| ↔ | No trend change in affordability of cigarettes since 2012. |