

Country profile

Bulgaria

Summary of MPOWER measures in Bulgaria

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, 2025*.

M	P	O	W		E	R	
MONITORING	SMOKE-FREE ENVIRONMENTS	CESSATION PROGRAMMES	HEALTH WARNINGS	MASS MEDIA	ADVERTISING BANS	TAXATION	CIGARETTES LESS AFFORDABLE IN 2024 THAN IN 2014
	84.5%	NO

MPOWER score colour key

Complete measure	Moderate measure	Minimal measure	No measure or weak measure	No data
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Affordability category

YES cigarettes became less affordable	NO cigarettes did not become less affordable	↔ no trend change in affordability of cigarettes
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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)
22 Dec 2003	7 Nov 2005

Population (UN WPP 2024)	Income group (World Bank 2024)
6 758 000	High income

National tobacco control programme as at 31 December 2024

Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	No
Number of full-time equivalent staff	1
Government's expenditures on tobacco control, latest available year (...), in currency reported by country	...

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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 2024

	Tobacco use		Tobacco smoking		Cigarette smoking		Smokeless tobacco use		E-cigarette use	
	Current	Daily	Current	Daily	Current	Daily	Current	Daily	Current	Daily
Adults survey: National Survey of Risk Factors for Health, 2020; National, ages 20+										
Male	40.5	36.1	40.0	...	2.8	...	9.6	...
Female	38.7	33.4	38.6	...	0.2	...	11.1	...
Both sexes	39.4	34.5	39.2	34.5	1.6	...	10.3	...
Adolescents survey: Global Youth Tobacco Survey, 2023; National, ages 13-15										
Male	20.4	...	18.5	...	14.5	...	3.2	...	19.3	...
Female	33.0	...	28.9	...	25.2	...	2.5	...	27.2	...
Both sexes	26.6	...	23.6	...	19.8	...	2.9	...	23.3	...

WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2023

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 2023. 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	41.2	34.0	38.0	30.5
Female	36.5	28.7	34.1	23.4
Both sexes	38.8	31.3	36.0	27.0

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Protect people from tobacco smoke

	2024	Compliance
Complete* smoke-free laws exist in the following places:		
Health-care facilities	Yes	...
Educational facilities except universities	Yes	...
Universities	Yes	...
Government facilities	Yes	...
Indoor offices and workplaces	Yes	...
Restaurants	Yes	...
Cafés, pubs and bars	Yes	...
Public transport	Yes	...
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	Yes	

* "Complete" means that smoking is not permitted, with no exemptions allowed. Laws that allow for the provision of smoking areas or designated smoking rooms in public places and workplaces are not effective at protecting people from second-hand smoke, so where they are allowed, the places are not considered smoke-free environments.

Subnational laws on smoke-free environments

All subnational jurisdictions are covered by national legislation at the highest level of achievement.



Offer help to quit tobacco use

Treatment of tobacco dependence as at 31 December 2024

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

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Health warnings on tobacco packages

	2024		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	Yes	Yes ¹
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED	65	65 ²	30
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	65	65 ³	30
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	65	65 ⁴	30
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	Yes	Yes ⁵	No
Does the law mandate font style, font size and colour for package warnings?	Yes	Yes	Yes
Are the health warnings rotating on packages?	Yes	Yes	No
Multiple warnings must appear concurrently	Yes	Yes	—
Date/length of time specified after which the warning will change	Yes	Yes	—
Are the health warnings on packages written in the principal language(s) of the country?	Yes	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	Yes
Do the health warnings on packages include a photograph or graphic?	Yes	Yes ⁵	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
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?	15	15	1

	2024		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law require or establish fines for violations regarding health warnings on packages?	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
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	Yes
Does the law require that packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	Yes	Yes	Yes
Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours?	Yes	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?	Yes	Yes	Yes
Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging?	Yes	Yes ⁵	No
Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	No	No	—
Does the law prevent the display of expiry dates on tobacco packaging?	No	No	No
Is it mandatory for the quit line number to appear on packaging or labelling?	Yes	Yes	No
Does the law mandate plain packaging?	No	No	No

¹ Except for oral tobacco which is banned (note that the definition of oral tobacco excludes chewing tobacco)

² For roll-your-own and waterpipe tobacco only. The law requires 35% for other smoked tobacco.

³ For roll-your-own and waterpipe tobacco only. The law requires 30% for other smoked tobacco.

⁴ For roll-your-own and waterpipe tobacco only. The law requires 40% for other smoked tobacco.

⁵ For roll-your-own and waterpipe tobacco only. No such requirement for other smoked tobacco.

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Anti-tobacco mass media campaigns between 1 July 2022 and 30 June 2024

Was there a national campaign aired during the period?	No
Was the campaign aired on television and/or radio?	—
Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials?	—
Were the campaign materials tested with the target audience before the campaign was run?	—
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?	—
Did you work with journalists to gain publicity or coverage in the news for the campaign?	—
Was an evaluation done to assess the impact of the campaign?	—
Was this campaign part of a comprehensive government tobacco control program?	—

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	2024	Compliance
Bans on direct tobacco advertising		
National TV and radio	Yes	...
International TV and radio	Yes ¹	
Local magazines and newspapers	Yes	...
International magazines and newspapers	Yes	
Billboards and outdoor advertising	No	—
Advertising at point of sale	No	—
Advertising on internet	Yes	
Other direct bans	No	
Compliance score of direct bans		...
Law requires fines for violations of direct advertising bans	Yes	
Bans on tobacco promotion and sponsorship		
Free distribution	No	—
Promotional discounts	No	—
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)	Yes	...
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 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	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.

Subnational laws on tobacco advertising, promotion and sponsorship

Subnational jurisdictions do not have the authority to adopt laws that ban any of the tobacco advertising, promotion and sponsorship mentioned above.

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Sales restrictions	2024
Law bans tobacco vending machines	Yes
Law bans internet sales of tobacco products	Yes
Law bans imitation of tobacco products (candies, toys, sweets, etc.)	No
Minimum age at which a person may purchase tobacco products	18
Law bans the sale of single sticks of cigarettes	Yes
Minimum number of cigarettes allowed in a pack	20

Regulation of ENDS and ENNDS	ENDS 2024	ENNDS 2024
General bans	None	None
Ban on use of ENDS/ENNDS in indoor public places, workplaces and public transport	None	Same as ENDS
Health warning on device packaging	Warning required	None
Health warning on e-liquid packaging	Warning required	None
Ban on advertising, promotion and sponsorship of devices	Partial ban	None
Ban on advertising, promotion and sponsorship of e-liquids	Partial ban	None
Minimum age of sale	18	None
How flavours are regulated	None are banned	Same as ENDS

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Tobacco taxation policy and prices as at 31 July 2024

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, 2024	BGN 5.30	BGN 6.60

Taxes on the most sold brand of cigarettes

	WHO's estimate for 2024
Price of most sold brand of cigarettes (standardized to a pack of 20)	
In currency reported by country	BGN 5.50
In international dollars (purchasing power parity adjusted)	6.82
In US dollars at official exchange rates	3.04
Taxes on this brand (% of retail price) *	
Total taxes	84.48%
Specific excise	45.82%
Ad valorem excise	22.00%
Value added tax (VAT) or sales tax	16.67%
Import duty	0.00%
Other taxes	0.00%

* 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 in 2024 (the higher the %, the less affordable)	1.80%
Cigarettes are less affordable in 2024 compared to 2022	No
Cigarettes have become less affordable between 2014 and 2024 (trend average)	No

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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	Smokeless tobacco product (standardized to 20 grams)	Heated tobacco product (per 20 sticks)
In currency reported by country	BGN 5.80
In international dollars (purchasing power parity adjusted)	7.20
In US dollars at official exchange rates	3.21
Taxes on the most sold brand (% of retail price) *			
Total taxes	50.91%
Specific excise	34.24%
Ad valorem excise	0.00%
Value added tax (VAT) or sales tax	16.67%
Import duty	0.00%
Other taxes	0.00%

* 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	BGN 3.17	BGN 6.25	BGN 15.35
In international dollars (purchasing power parity adjusted)	3.93	7.75	19.04
In US dollars at official exchange rates	1.75	3.46	8.50
E-liquid contains nicotine (Yes=ENDS, No=ENNDS)	Yes	Yes	Yes
Taxes on the cheapest brand (% of retail price) *			
Total taxes	27.72%	22.27%	39.47%
Specific excise	11.05%	5.60%	22.80%
Ad valorem excise	0.00%	0.00%	0.00%
Value added tax (VAT) or sales tax	16.67%	16.67%	16.67%
Import duty	0.00%	0.00%	0.00%
Other taxes	0.00%	0.00%	0.00%

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

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Use of earmarked tobacco taxes for health

Health Act, Art. 53 (3) - One percent of the funds received in the state budget from excise taxes on tobacco products and alcoholic beverages are used to finance the national programs for reduction of tobacco and tobacco products use, of alcohol consumption as well as the prevention of narcotic substances use.

Supplementary tax information

	2024
Type of excise applied	Mixed
Uniform excise tax applied Yes (uniform), No (tiered/varying rates)	Yes
Greater reliance on specific tax in mixed excise regime	Yes
Minimum specific tax applied in ad valorem or mixed excise regime	Yes
Minimum price policy	No
Retail price used as base of ad valorem component in ad valorem or mixed excise regime (or retail price exclusive of VAT)	Yes
Specific tax component automatically adjusted for inflation (or other)	No
Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap)	80.30%
Price gap decreased between 2022 and 2024	No

Tax structure - new and emerging nicotine and tobacco products

	2024
Type of excise tax applied on ENDS/ENNDS e-liquids	Specific
If an excise tax applies on ENDS/ENNDS, whether applied on all e-liquids or on liquids containing nicotine only	all e-liquids
If an excise tax applies on ENDS/ENNDS, whether an excise tax applied on the device of ENDS/ENNDS products	...
Type of excise tax applied on HTPs sticks	Specific
If an excise tax applies on HTPs, whether an excise tax applies on the device of HTPs	...

Tax administration

	2024
Tax stamps, fiscal marks, banderoles or any other type of marking applied on cigarettes	Yes
Unique identifiers/markings required to contain data for tracking and tracing purposes	Yes

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

Most recent data reported	
Year	2023
Is tax revenue data for all tobacco products or cigarettes only?	All tobacco products
Currency	EUR
Total Excise (specific and ad valorem)	1 819 579 400
Value added tax (VAT) and other sales taxes	...
Import duties	...
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 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 2022 and June 2024 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 2014 and 2024.
NO	Cigarettes more affordable – per capita GDP needed to buy 100 packs (or 2000 cigarettes) of the most sold brand declined on average between 2014 and 2024.
↔	No trend change in affordability of cigarettes since 2014.