

Country profile Denmark

Summary of MPOWER measures in Denmark

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
	10				10	83.4%	↔

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)
16 Jun 2003	16 Dec 2004

Population (UN WPP 2024)	Income group (World Bank 2024)
5 977 000	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	Yes
Number of full-time equivalent staff	. . .
Government's expenditures on tobacco control, latest available year (. . .), in currency reported by country	. . .

WHO report on the global tobacco epidemic, 2025

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• Monitor tobacco use and prevention policies

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 Health Survey, 2023; National, ages 16+										
Male	18.9	12.9	5	2.6
Female	14.2	10.5	5	2.1
Both sexes	11.7	5	2.3
Adolescents survey: Health Behaviour in School-aged Children, 2021-22; National, ages 15-15										
Male	10	2	11	...
Female	15	2	12	...
Both sexes

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	17.2	10.3	11.0	6.7
Female	15.5	9.4	11.2	6.7
Both sexes	16.3	9.8	11.1	6.7

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 **Protect** people from tobacco smoke

 **Offer** help to quit tobacco use

	2024	Compliance
Complete* smoke-free laws exist in the following places:		
Health-care facilities	No	—
Educational facilities except universities	Yes	10
Universities	No	—
Government facilities	No	—
Indoor offices and workplaces	No	—
Restaurants	No	—
Cafés, pubs and bars	No	—
Public transport	No	—
Compliance score		10
Law requires fines for smoking	Yes	
Fines levied on the establishment	Yes	
Fines levied on the smoker	No	
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. 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

Subnational jurisdictions do not have the authority to adopt laws that ban tobacco smoking in indoor places.

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 Denmark?	Yes
Is this product legally sold in the country?	Yes
Nicotine replacement therapy (NRT, e.g., patch, gum, lozenge, spray or inhaler)	In a general store without a prescription
Where and how can this product be legally purchased in your country?	Partially
Is this product cost-covered?	No
Is any NRT on the country's essential drugs list?	Yes
Is this product legally sold in your country?	In a pharmacy with a prescription
Where and how can this product be legally purchased in your country?	Partially
Is this product cost-covered?	No
Is this product on the country's essential drugs list?	Yes
Is this product legally sold in your country?	In a pharmacy with a prescription
Where and how can this product be legally purchased in your country?	Partially
Is this product cost-covered?	No
Is this product on the country's essential drugs list?	Yes
Is this product legally sold in your country?	In a pharmacy with a prescription
Where and how can this product be legally purchased in your country?	Partially
Is this product cost-covered?	...
Is this product on the country's essential drugs list?	...
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 most
Other	Yes in some
Health clinics or other primary care facilities	Fully
Hospitals	Fully
Office of a health professional	Fully
In the community	Fully
Other	Fully
Does the national/federal health insurance or the national health service cover the cost of this support?	

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Health warnings on tobacco packages

	2024				2024		
	Cigarettes	Other smoked	Smokeless tobacco		Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	Yes	Yes ¹	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	65	65 ²	30	Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	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?	65	65 ³	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"?	Yes	Yes	Yes
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 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
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	Yes	Yes ⁵	No	Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours?	Yes	Yes	Yes
Does the law mandate font size and colour for package warnings?	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
Are the health warnings rotating on packages?	Yes	Yes	No	Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging?	Yes	Yes ⁵	No
Multiple warnings must appear concurrently	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?	No	No	—
Date/length of time specified after which the warning will change	Yes	Yes	—	Does the law prevent the display of expiry dates on tobacco packaging?	Yes	Yes ⁵	No
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes	Yes	Is it mandatory for the quit line number to appear on packaging or labelling?	Yes	Yes	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	Does the law mandate plain packaging?	Yes	Yes ⁵	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				

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	10
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	7
Advertising on internet	Yes	
Other direct bans	No	
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	No	—
Brand name of non-tobacco products used for tobacco product	Yes	10
Appearance of tobacco brands in TV and/or films (product placement)	Yes	8
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	Yes	8
Ban on Corporate Social Responsibility activities (CSR)		
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 ³	
Other indirect bans	No	
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 Display at points of sale is banned in general, except in specialized retail outlets for tobacco products only.

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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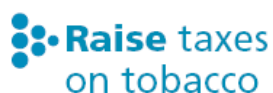
Sales restrictions	2024
Law bans tobacco vending machines	No
Law bans internet sales of tobacco products	No
Law bans imitation of tobacco products (candies, toys, sweets, etc.)	No
Minimum age at which a person may purchase tobacco products	18
Law bans the sale of single sticks of cigarettes	No
Minimum 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	Partial ban ¹	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	Same as ENDS
Ban on advertising, promotion and sponsorship of e-liquids	Partial ban	Same as ENDS
Minimum age of sale	18	Same as ENDS
How flavours are regulated	Some are allowed	Same as ENDS

¹ Provision adopted but not implemented by 31 December 2024.

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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	DKK 56.00	DKK 62.00

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	DKK 62.00
In international dollars (purchasing power parity adjusted)	10.58
In US dollars at official exchange rates	9.00
Taxes on this brand (% of retail price) *	
Total taxes	83.43%
Specific excise	62.43%
Ad valorem excise	1.00%
Value added tax (VAT) or sales tax	20.00%
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)	1.30%
Cigarettes are less affordable in 2024 compared to 2022	No
Cigarettes have become less affordable between 2014 and 2024 (trend average)	No change

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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	DKK 50.00
In international dollars (purchasing power parity adjusted)	8.53
In US dollars at official exchange rates	7.26
Taxes on the most sold brand (% of retail price) *			
Total taxes	38.01%
Specific excise	18.01%
Ad valorem excise	0.00%
Value added tax (VAT) or sales tax	20.00%
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	DKK 16.25	DKK 27.50	DKK 52.00
In international dollars (purchasing power parity adjusted)	2.77	4.69	8.87
In US dollars at official exchange rates	2.36	3.99	7.55
E-liquid contains nicotine (Yes=ENDS, No=ENNDS)	Yes	Yes	Yes
Taxes on the cheapest brand (% of retail price) *			
Total taxes	29.23%	29.09%	48.85%
Specific excise	9.23%	9.09%	28.85%
Ad valorem excise	0.00%	0.00%	0.00%
Value added tax (VAT) or sales tax	20.00%	20.00%	20.00%
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

No earmarking of tobacco taxes for health reported.

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	No
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)	90.32%
Price gap decreased between 2022 and 2024	Yes

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	nicotine only
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)	1 076 729 000
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.