

# Country profile

## Tonga

## Summary of MPOWER measures in Tonga

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	CIGARETTES LESS AFFORDABLE IN 2024 THAN IN 2014
MONITORING	SMOKE-FREE ENVIRONMENTS	CESSATION PROGRAMMES	HEALTH WARNINGS	MASS MEDIA	ADVERTISING BANS	TAXATION	
	3				8	72.1%	YES

## MPOWER score colour key

Complete measure	Moderate measure	Minimal measure	No measure or weak measure	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.

<b>WHO Framework Convention on Tobacco Control</b>	
<b>Date of signature</b>	<b>Date of ratification (or legal equivalent)</b>
25 Sep 2003	8pr 2005

Population (UN WPP 2024)	Income group (World Bank 2024)
104 000	Middle 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	4
Government's expenditures on tobacco control, latest available year ( . . . ), in currency reported by country	. . .

# WHO report on the global tobacco epidemic, 2025

## Country Profile: Tonga



### Nationally representative surveys of adults

Recent	Yes
Representative	No
Periodic	—

### Nationally representative surveys of adolescents

Recent	No
Representative	—
Periodic	—

### 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
<b>Adults survey: Multiple Indicator Cluster Survey (MICS), 2019; National, ages 15-49</b>										
Male	53.7	...	52.9	...	41.5	...	...	...	...	...
Female	16.6	...	16.1	...	15.1	...	...	...	...	...
Both sexes	...	...	...	...	...	...	...	...	...	...
<b>Adolescents survey: Global School-Based Student Health Survey, 2017; National, ages 13-15</b>										
Male	28.0	...	...	...	22.1	...	...	...	...	...
Female	8.4	...	...	...	6.8	...	...	...	...	...
Both sexes	18.5	...	...	...	14.6	...	...	...	...	...

### 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	...	...	48.0	40.3	40.1	31.2
Female	...	...	16.1	12.5	14.4	10.5
Both sexes	...	...	32.0	26.4	27.3	20.9

# WHO report on the global tobacco epidemic, 2025

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	2024	Compliance
<b>Complete* smoke-free laws exist in the following places:</b>		
Health-care facilities	Yes	7
Educational facilities except universities	Yes	8
Universities	No	—
Government facilities	Yes	5
Indoor offices and workplaces	Yes	10
Restaurants	Yes	8
Cafés, pubs and bars	Yes	7
Public transport	Yes	10
Compliance score		3
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. 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 Tonga?	Yes
Is this product legally sold in the country?	Yes
Nicotine replacement therapy (NRT, e.g., patch, gum, lozenge, spray or inhaler)	In a pharmacy without a prescription
Is this product cost-covered?	Partially
Is any NRT on the country's essential drugs list?	No
Is this product legally sold in your country?	No
Where and how can this product be legally purchased in your country?	—
Bupropion (e.g., Zyban, Wellbutrin)	—
Is this product cost-covered?	—
Is this product on the country's essential drugs list?	No
Is this product legally sold in your country?	No
Where and how can this product be legally purchased in your country?	—
Varenicline	—
Is this product cost-covered?	—
Is this product on the country's essential drugs list?	No
Is this product legally sold in your country?	No
Where and how can this product be legally purchased in your country?	—
Cytisine	—
Is this product cost-covered?	—
Is this product on the country's essential drugs list?	...
Health clinics or other primary care facilities	Yes in most
Hospitals	Yes in some
Office of a health professional	No
In the community	No
Other	No
Health clinics or other primary care facilities	Fully
Hospitals	Fully
Office of a health professional	—
In the community	—
Other	—

# WHO report on the global tobacco epidemic, 2025

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### Health warnings on tobacco packages

	2024			2024		
	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			
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? <b>FRONT AND REAR COMBINED</b>	50	50	50			
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	50	50	50			
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	50	50	50			
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	Yes	Yes	Yes			
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	Yes			
Multiple warnings must appear concurrently	Yes	Yes	Yes			
Date/length of time specified after which the warning will change	Yes	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?	No	No	No			
Do the health warnings on packages include a photograph or graphic?	No <sup>1</sup>	No <sup>1</sup>	No <sup>1</sup>			
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?	6	6	6			

<sup>1</sup> Provision adopted but not yet regulated and implemented by 31 December 2024.

<sup>2</sup> Regulations are pending.

# WHO report on the global tobacco epidemic, 2025

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

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Was there a national campaign aired during the period? Yes

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Was the campaign aired on television and/or radio? No

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Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials? Yes

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Were the campaign materials tested with the target audience before the campaign was run? No

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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

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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

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Did you work with journalists to gain publicity or coverage in the news for the campaign? No

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Was an evaluation done to assess the impact of the campaign? Yes

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Was this campaign part of a comprehensive government tobacco control program? No

# WHO report on the global tobacco epidemic, 2025

## Country Profile: Tonga

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

	2024	Compliance
<b>Bans on direct tobacco advertising</b>		
National TV and radio	Yes	8
International TV and radio	No	
Local magazines and newspapers	Yes	8
International magazines and newspapers	No	
Billboards and outdoor advertising	Yes	10
Advertising at point of sale	Yes	7
Advertising on internet	No	
Other direct bans	No	
Compliance score of direct bans		7
Law requires fines for violations of direct advertising bans	Yes	
<b>Bans on tobacco promotion and sponsorship</b>		
Free distribution	Yes	7
Promotional discounts	Yes	8
Non-tobacco products identified with tobacco brand names	Yes	8
Brand name of non-tobacco products used for tobacco product	Yes	7
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	Yes	8
Ban on Corporate Social Responsibility activities (CSR)	No	
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	No	
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	

### **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.

# WHO report on the global tobacco epidemic, 2025

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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.)	Yes
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	None	Same as ENDS
Health warning on e-liquid packaging	None	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	None	Same as ENDS
How flavours are regulated	None are banned	Same as ENDS

# WHO report on the global tobacco epidemic, 2025

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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	TOP 16.00	TOP 25.00

#### 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	TOP 24.00
In international dollars (purchasing power parity adjusted)	14.23
In US dollars at official exchange rates	10.04
Taxes on this brand (% of retail price) *	
Total taxes	72.09%
Specific excise	62.50%
Ad valorem excise	0.00%
Value added tax (VAT) or sales tax	4.79%
Import duty	4.79%
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)	18.38%
Cigarettes are less affordable in 2024 compared to 2022	No
Cigarettes have become less affordable between 2014 and 2024 (trend average)	Yes

# WHO report on the global tobacco epidemic, 2025

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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) Roll-your-own	Smokeless tobacco product (standardized to 20 grams)	Heated tobacco product (per 20 sticks)
In currency reported by country	TOP 9.33	...	...
In international dollars (purchasing power parity adjusted)	5.54	...	...
In US dollars at official exchange rates	3.90	...	...
<b>Taxes on the most sold brand (% of retail price) *</b>			
Total taxes	44.61%	...	...
Specific excise	42.86%	...	...
Ad valorem excise	0.00%	...	...
Value added tax (VAT) or sales tax	0.88%	...	...
Import duty	0.88%	...	...
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	...	...	...
In international dollars (purchasing power parity adjusted)	...	...	...
In US dollars at official exchange rates	...	...	...
E-liquid contains nicotine (Yes=ENDS, No=ENNDS)	...	...	...
<b>Taxes on the cheapest brand (% of retail price) *</b>			
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

2024	
Type of excise applied	Specific
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	—
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)	—
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)	64.00%
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	No excise
If an excise tax applies on ENDS/ENNDS, whether applied on all e-liquids or on liquids containing 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	No excise
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	No
Unique identifiers/markings required to contain data for tracking and tracing purposes	No

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### 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?	All tobacco products
Currency	TOP
Total Excise (specific and ad valorem)	11 253 418
Value added tax (VAT) and other sales taxes	1 846 841
Import duties	126 122
All other taxes (excluding corporate taxes on tobacco companies)	0
Total	13 226 381

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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.