Tobacco harms the health, the treasury, and the spirit of Hungary. Every year, more than 26000 of its people are killed by tobacco-caused disease. Still, more than 10000 children (10-14 years old) and 2270000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Hungary and ensures that tobacco’s death toll will grow every year. Tobacco control advocates must reach out to other communities and resources to strengthen their efforts and create change.

### Adult Smoking (15+ Y.O.)
% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td><strong>31.5%</strong></td>
</tr>
<tr>
<td>Female</td>
<td><strong>20.8%</strong></td>
</tr>
</tbody>
</table>

More men smoke in Hungary than on average in very high-HDI countries.

### Children Smoking (10-14 Y.O.)
% using tobacco daily: 2015

<table>
<thead>
<tr>
<th>Gender</th>
<th>% using tobacco daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td><strong>2.64%</strong></td>
</tr>
<tr>
<td>Girls</td>
<td><strong>2.47%</strong></td>
</tr>
</tbody>
</table>

More boys smoke in Hungary than on average in very high-HDI countries.

### Deaths
% caused by tobacco: 2016

<table>
<thead>
<tr>
<th>Gender</th>
<th>% caused by tobacco</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td><strong>26.25%</strong></td>
</tr>
<tr>
<td>Female</td>
<td><strong>13.98%</strong></td>
</tr>
</tbody>
</table>

More men die in Hungary than on average in very high-HDI countries.

### Smokeless Tobacco
% using tobacco daily: 2013

<table>
<thead>
<tr>
<th></th>
<th>% using tobacco daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td><strong>0.1%</strong></td>
</tr>
</tbody>
</table>

Even though fewer people use smokeless tobacco on average in Hungary than on average in very high-HDI countries, 8300 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.

### Societal Harms

The economic cost of smoking in Hungary amounts to 1567437 million forint. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, 190% larger than the Gross National Income of Hungary. The industry is a powerful force that does not fear the actions of nation-states because of their extensive resources and global market power.

### Growing

There were 9460 metric tons of tobacco produced in Hungary in 2014. However, tobacco growing is only a small fraction of agriculture in Hungary, with only 0.09% of agricultural land devoted to tobacco cultivation.

### Production

There were 7.57 billion cigarettes produced in Hungary in 2016. Cigarette imports exceeded cigarette exports in Hungary in 2016, which hurt the country’s trade balance.

[ta6.org/country/hungary](http://ta6.org/country/hungary)
Current Policy in Hungary
Protect from Smoke
All public places completely smoke-free is the best practice

Smokefree

- HealthCare Facilities
- Educational Facilities
- Universities
- Government Facilities
- Indoor Offices
- Restaurants
- Pubs and Bars
- Public Transport
- All Other Indoor Public Places
- Funds for Smokefree Enforcement

Offer Help
National quit line and both NRT and cessation-services cost-covered is the best practice

Quitting Resources
NRT and/or some cessation services (at least one of which is cost-covered)

National Quitline
Yes

Warn About the Dangers to Tobacco Users on Product Packaging
A plain, standardized pack with a large health warning is the best practice

Type of Warning Label
Graphic

Percent of Pack Covered
65%

Plain Packaging
Yes

Warn About the Dangers to the Whole Population in a Media Campaign
Ran a National Anti-Tobacco Campaign in 2014 or 2016
No

Appropriate Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Yes/No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part Of A Comprehensive Tobacco Control Program</td>
<td>n/a</td>
</tr>
<tr>
<td>Pre-Tested With The Target Audience</td>
<td>n/a</td>
</tr>
<tr>
<td>Target Audience Research Was Conducted</td>
<td>n/a</td>
</tr>
<tr>
<td>Aired On Television And/Or Radio</td>
<td>n/a</td>
</tr>
<tr>
<td>Utilized Media Planning</td>
<td>n/a</td>
</tr>
<tr>
<td>Earned Media/Public Relations Were Used To Promote The Campaign</td>
<td>n/a</td>
</tr>
<tr>
<td>Process Evaluation Was Used To Assess Implementation</td>
<td>n/a</td>
</tr>
<tr>
<td>Outcome Evaluation Was Used To Assess Effectiveness</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Enforce Bans on Advertising
Ban on all forms of direct and indirect advertising is the best practice

Number of Direct Ad Bans
5/7 possible bans

Number of Indirect Ad Bans
5/10 possible bans

Ad Ban Compliance Percent
High

Direct bans
- National TV and radio
- International TV and radio
- Local magazines and newspapers
- Billboard and outdoor advertising
- Advertising on internet

Indirect bans
- Free distribution in mail or through other means
- Promotional discounts
- Non-tobacco products identified with tobacco brand names
- Brand name of non-tobacco products used for tobacco product
- Appearance in TV and/or films: tobacco brands (product placement)

WHO Benchmark
Minimum
70% of Retail Price is Excise Tax

Hungary
51.02% of Retail Price is Excise Tax

ta6.org/country/hungary