Tobacco harms the health, the treasury, and the spirit of Saudi Arabia. Every year, more than 7000 of its people are killed by tobacco-caused disease. Still, more than 20000 children (10-14 years old) and 3453000 adults (15+ years old) continue to use tobacco each day. Complacency in the face of the tobacco epidemic insulates the tobacco industry in Saudi Arabia 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.)

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
<th>Male</th>
<th>24.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Even though fewer men smoke on average in Saudi Arabia than on average in very high-HDI countries, there are still more than 3295400 men who smoke cigarettes each day, making it an ongoing and dire public health threat.</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>1.7%</td>
<td></td>
</tr>
<tr>
<td>Even though fewer women smoke in Saudi Arabia than on average in very high-HDI countries, there are still more than 157900 women who smoke cigarettes each day, making it an ongoing and dire public health threat.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Children Smoking (10-14 Y.O.)

<table>
<thead>
<tr>
<th>% using tobacco daily: 2015</th>
<th>Boys</th>
<th>1.3%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Even though fewer boys smoke in Saudi Arabia than on average in very high-HDI countries, there are still more than 18200 boys who smoke cigarettes each day, making it an ongoing and dire public health threat.</td>
<td></td>
</tr>
<tr>
<td>Girls</td>
<td>0.18%</td>
<td></td>
</tr>
<tr>
<td>Even though fewer girls smoke in Saudi Arabia than on average in very high-HDI countries, there are still more than 2400 girls who smoke cigarettes each day, making it sign of an ongoing and dire public health threat.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Deaths

<table>
<thead>
<tr>
<th>% caused by tobacco: 2016</th>
<th>Male</th>
<th>9.57%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer men die from tobacco in Saudi Arabia than on average in very high-HDI countries, tobacco still kills 101 men every week, necessitating action from policymakers.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>4.94%</td>
<td></td>
</tr>
<tr>
<td>Even though fewer women die from tobacco in Saudi Arabia than on average in very high-HDI countries, tobacco still kills 34 women every week, necessitating action from policymakers.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Societal Harms

The economic cost of smoking in Saudi Arabia amounts to 4545 million riyal. This includes direct costs related to healthcare expenditures and indirect costs related to lost productivity due to early mortality and morbidity.

### Smokeless Tobacco

<table>
<thead>
<tr>
<th>% using tobacco daily: 2013</th>
<th>0.9%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Even though fewer people use smokeless tobacco on average in Saudi Arabia than on average in very high-HDI countries, 238200 people still currently use smokeless tobacco, indicating an ongoing public health challenge, including heightened levels of oral cancers.</td>
<td></td>
</tr>
</tbody>
</table>

### Industry

The combined revenues of the world’s 6 largest tobacco companies in 2016 was more than USD 346 Billion, which is equal to 52% of the Gross National Income of Saudi Arabia. The industry is a powerful force that does not fear the actions of smaller nation-states because of their extensive resources and global market power. Larger economies and nations have the opportunity to help the smaller allies face down this threat.

Cigarette imports exceeded cigarette exports in Saudi Arabia in 2016, which hurt the country’s trade balance.
Solutions

Current Policy in Saudi Arabia
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
National quit line, and both NRT and some cessation services 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
No

Warn About the Dangers to the Whole Population in a Media Campaign
Ran a National Anti-Tobacco Campaign in 2014 or 2016

Appropriate Characteristics
- Part Of A Comprehensive Tobacco Control Program: Yes
- Pre-Tested With The Target Audience: Yes
- Target Audience Research Was Conducted: Yes
- Aired On Television And/Or Radio: No
- Utilized Media Planning: Yes
- Earned Media/Public Relations Were Used To Promote The Campaign: Yes
- Process Evaluation Was Used To Assess Implementation: Yes
- Outcome Evaluation Was Used To Assess Effectiveness: Yes

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

Number of Direct Ad Bans
7/7 possible bans

Number of Indirect Ad Bans
7/10 possible bans

Ad Ban Compliance Percent
Moderate

WHO Benchmark
Minimum

70% of Retail Price is Excise Tax

Saudi Arabia

48.78% of Retail Price is Excise Tax

Raise Taxes

Moderate

Direct bans
- National TV and radio
- International TV and radio
- Local magazines and newspapers
- International magazines and newspapers
- Billboard and outdoor advertising
- Advertising at point of sale
- 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)
- Appearance in TV and/or films: tobacco products
- Ban on the publicity of financial or other sponsorship or support by the tobacco industry of events, activities, individuals

ta6.org/country/saudi-arabia