

	Population (millions)			
	1995	2000	2025	2050
All adults, ages 15+	42.213	45.910	58.984	61.757
Female adults	21.250	23.165	30.064	31.795
All youth, ages 0-14	16.397	15.489	13.733	12.431
Female youth	8.048	7.607	6.749	6.101

Source: United Nations Population Division, World Population Prospects 1950-2050 (1998 revision)

Real GDP per capita (PPP), US Dollars	
1970	1526
1980	2178
1990	3580
1995	4891
1997	5038

Source: Penn World Table

SMOKING PREVALENCE

Adult (11 Years & Older), 1999		Youth (11-14 Year Olds), 1996		Health Professionals, 1989	
Males	38.9	Males	0.4	Doctors & dentists	17.1
Females	2.4	Females	0	Other health workers	11.4

Adult data: Current smoking measured by 1999 National Health and Welfare Survey; information provided by Dr. H. Chitanondh, Thailand Health Promotion Institute.

Youth data: Tobacco smoking measured by 1996 National Health and Welfare Survey; <www.ash.or.th/situation/prevalence.htm>.

Health professional data: Current smoking among Ministry of Public Health doctors, dentists, and other health workers; WHO. (1997). *Tobacco or health: a global status report*. Geneva.

SMOKING-RELATED DISEASE IMPACT

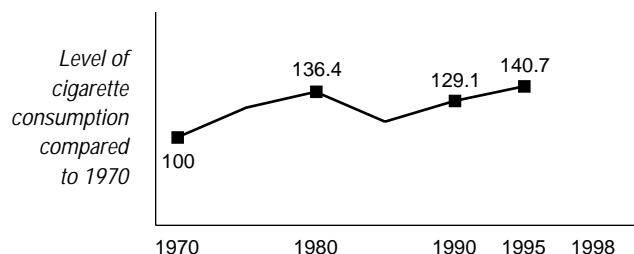
Mortality from Cancer, Respiratory and Circulatory Disease, 1994
Numbers of deaths/World age-standardized mortality rate per 100,000 population

Disease	Male		Female		Age Category	Disease	Male		Female		Age Category
	Number	Rate	Number	Rate			Number	Rate	Number	Rate	
Trachea, lung, and bronchus cancer	1565	21.0	635	7.3	35+	Ischemic heart disease	697	9.4	426	4.8	35+
Lip, oral cavity, and pharynx cancer	254	3.4	160	1.8	35+	Stroke	3106	40.4	2290	25.8	35+
Respiratory disease	1286	17.8	475	5.4	35+	Other diseases of the circulatory system	18728	241.2	12733	142.7	35+
						All causes	132010	1732.4	101824	1108.6	35+

Source: World Health Organization. (1998). World Health Statistics Annual, 1996. Geneva, Switzerland.

TOBACCO ECONOMY

Annual per capita Consumption, Three Year Moving Average, 1970 = 100



Annual Cigarette Consumption

Year	Per capita Consumption (cigarette sticks)	Total Consumption (sticks in millions)
1970	796	15305
1980	1107	31023
1990	1021	38629
1995	1067	45040
1998	—	—

Annual Tobacco Trade and Agriculture Statistics

	Unit of Measurement	1970	1980	1990	1995	1998
Cigarette imports	sticks in millions	14	242	449	2120	1782
Cigarette exports	sticks in millions	—	2	—	100	181
Tobacco leaf imports	metric tons	7684	10618	9180	9526	9531
Tobacco leaf exports (% of total exports)	metric tons (%)	11078 (1.42%)	39057 (1.05%)	34203 (0.31%)	21984 (0.10%)	24738 (—)
Cigarette production	sticks in millions	15291	30783	38180	43020	—
Tobacco leaf production	metric tons	93000	84272	69469	55500	67600
Land devoted to tobacco growing (% of agricultural land)	hectares (%)	85000 (0.62%)	90494 (0.49%)	63095 (0.31%)	42300 (0.21%)	51000 (—)
Employment in tobacco manufacturing	people	14940	—	31708	—	—

Cigarette Taxes and Duties

Excise tax	71.5%; 7%; max. 1LCU/pack-municipal tax
Sales tax	10%
Import duty	30%; min. 80 LCU/kg
Preferential rate for ASEAN countries	

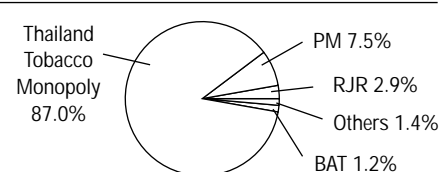
Source: ERC, 1999

Retail Price of 20 Cigarettes with Tax

Type	US \$	Local
Domestic brand	\$0.73	29.00
Foreign brand	\$1.09	43.00

Source: EIU, Autumn 1999

Market Share by Cigarette Manufacturer, 1999



Source: Maxwell Report

Organizations Engaged in Tobacco Control

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National Tobacco Control Provisions

Key: **B** = Banned through legislation and/or regulations

V = Voluntary provision, not nationally legislated and/or regulated

R = Restricted through legislation and/or regulations

X = Provision included in legislation and/or regulations

Advertising and Sponsorship

- X** Advertising ban (billboards, electronic & print media)
- Advertising restriction
- Sponsorship ban
- X** Sponsorship restriction

Health Promotion and Education

- V** Health education curricula or programs
- V** Public information initiatives

Sales and Distribution Restrictions

- B** Free products or samples
- Tobacco sales restricted to certain locations
- X** Smokeless tobacco product imports prohibited
- X** Sales or distribution to minors prohibited
- B** Vending machines
- X** Other restrictions on tobacco sales

Tobacco Product Regulations

- X** Health warning on tobacco packaging
- Ingredient control: maximum nicotine yield
- X** Ingredient control: toxic constituents / maximum tar yield
- X** Ingredient disclosure on packaging

Smoke-Free Indoor Air Restrictions

- B** Aircraft (domestic flights)
- V** Aircraft (Thai Airways Airlines)
- B** Educational facilities (excluding private rooms)
- B** Government buildings (areas accessible to the public)
- B** Health care facilities (excludes private rooms)
- B** Public transportation
- B** Workplaces
- X** Other public places

Other Provisions

- V** National committee on tobacco control

Refer to Appendix B for more information about national tobacco control provisions.

PHARMACEUTICAL TREATMENTS FOR TOBACCO DEPENDENCE

Dosage Form	Regulatory Status	Advertising Status and Comments
Nicotine gum	Rx	Advertised only to medical professionals
Nicotine patch	Rx	Advertised only to medical professionals
Bupropion tablet	Rx	

Key: Rx = Prescription only medicines P = Pharmacy only OTC = Over the counter N/R = Not registered