

# JAPAN

## Timeline of Tobacco Control Policies and ITC Surveys (JP)

**2014**  
• PMI launches IQOS pilot market

**2015**  
**Industrial Safety and Health Act**  
• Employers are obligated to take necessary measures to prevent influences of passive smoking

**2016**  
• BAT introduces glo  
**Dec 2016**  
• JT launches Ploom Tech

**2017**  
• **Tokyo:** Regulations advise for smoking bans in homes and cars where children are present; also preventing SHS exposure to children in public places  
**Mar 2017**  
• PMI releases IQOS 2.4 Plus

**Jun 2018**  
• Tokyo Metropolitan Government passed the Passive Smoking Prevention Ordinance on June 27, expected to enter into force April 1, 2020

**Jul 2018**  
• Revised the Health Promotion Act to restrict smoking expected to enter Phase 1 of 2 in July 2019

**Sep 2018**  
• BAT launches glo series 2 (glo mini)  
**Oct 2018**  
• Tobacco tax increased by 1 JP¥, per stick  
**Nov 2018**  
• PMI releases IQOS 3 and IQOS 3 Multi

**Jan 2019**  
• JT releases Ploom Tech Plus and Ploom S

**May 2019**  
• ITJ launches PULZE in Fukuoka

**Jul 2019**  
• Phase 1 is implemented, restricting smoking in schools, hospitals and government offices but will allow outdoor smoking areas. Phase 2 will extend the ban to restaurants and workplaces on April 1, 2020

**Oct 2019**  
• Consumption tax increases from 8% - 10%

**Nov 2019**  
• BAT's anticipated release of glo sens in Tokyo

**Apr 2020**  
• Indoor smoking prohibited with the exception of private homes, hotel rooms, cigar bars and some small-sized restaurants and bars

2014

2015

2016

2017

2018

2019

2020

2021

2022

**Wave 1**  
Feb 2018 - Mar 2018  
Cigarette User N=3,288  
Dual User N=549  
HTP User N=164  
Non-User N=536

**JCH**  
Nov 2018 - Jan 2019  
Cigarette User N=75  
Dual User N=78  
HTP User N=140  
Non-User N=75

**Wave 2**  
Dec 2018 - Jan 2019  
Cigarette User N=1,810  
Dual User N=885  
HTP User N=925  
Non-User N=459

**Wave 3**  
May 2020-June 2020  
Cigarette User N=1,848  
Dual User N=909  
HTP User N=969  
Non-User N=579



Survey Mode: Web

Respondent Types: Cigarette Smokers, Heated Tobacco Product (HTP) Users, Dual (HTP+Cigarette) Users, and Non-Users

\* Target sample size

Updated Jan 2021