

THAILAND

Timeline of Tobacco Control Policies and ITC Surveys (TH)

Mar 2005

- 6 specific rotating pictorial health warnings.
- Warnings cover 50% of front and 50% of back of the package

Sep 2005

- Point of sale ban implemented; all tobacco displays to be kept out of sight

Oct 2004

- FCTC ratification

Feb 2008

- Bans on smoking extended to air-conditioned bars, offices, and outdoor markets. Designated smoking areas allowed

Feb 2007

- Five new pictorial warnings, in addition to four existing ones

Mar 2007

- Terms "light" and "mild" banned

May 2009

- Excise taxes increase to 85% of the ex-factory price. Total taxes are at 66% of the retail price for cigarettes

Mar 2010

- New set of 10 images. Health warnings now cover 55% of the front and back

Jun 2010

- Ban on smoking extended to all public places and workplaces
- Designated smoking areas only allowed in international airports

Dec 2011

- Ban on use of all misleading terms

Jan 2012

- Set of 10 labels of hazards introduced, covering 60% of both side panels

Aug 2012

- Set of 4 graphic warning labels introduced on RYO tobacco packs, occupying 55% of both sides

Jun 2014

- Graphic warnings covering 85% of the pack. Two images and two messages are required for each pack—one for the front and one for the back of the pack

Jul 2017

Tobacco Products Control Act

- Min age to purchase tobacco products raised from 18 to 20
- Updated tobacco advertising, promotion, sponsorship legislation

20 May, 2016

- All unit packages required to contain at least 20 cigarettes

Nov 14, 2018

- MOH approved plain packaging, free of any logos, with 85% pictorial health warnings on both sides of the pack

Sep 12, 2019

- Plain packaging implemented

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

Wave 1

Jan-Mar 2005
Smokers = 2,000
Youth Smokers = 48
Youth Non-Smokers = 952

Wave 2

Aug-Sep 2006
Smokers = 1,866
Quitters = 200
Youth Smokers = 92
Youth Non-Smokers = 835

Wave 3

Jan-Mar 2008
Smokers = 2,163
Quitters = 302
Youth Smokers = 142
Youth Non-Smokers = 954

Wave 4

Apr-Jul 2009
Smokers = 1,907
Quitters = 369
Youth Smokers = 154
Youth Non-Smokers = 793

Wave 5

Feb-Apr 2011
Smokers = 1,706
Quitters = 426
Youth Smokers = 192
Youth Non-Smokers = 762

Wave 6

Oct-Dec 2012
Smokers = 1,684
Quitters = 475
Youth Smokers = 196
Youth Non-Smokers = 769



Survey Mode: Face-to-Face (F2F)
Respondent Types: Cigarette Smokers and Youth

Updated Nov 2023