

# How Deadly is Tobacco Industry Influence in Switzerland?



**10,658 Deaths**

from Tobacco in 2021 caused primarily by the top 5 producer(s):

**British American Tobacco**

**Japan Tobacco International**

**Philip Morris International**

**Swedish Match**

**Oettinger Davidoff**

## Smoking Rates



**27%**

**Adults**  
aged 15+  
(2017)



**9%**

**Children**  
aged 13-15  
(2018)



**Ranked 89th**  
in a survey of 90 countries.  
From 79th 2021

## Tobacco Control is Hampered by Tobacco Industry Interference in Switzerland

Switzerland's progress in tobacco control has been slow, and even the recent law that bans tobacco advertising is not comprehensive. Tobacco control has been largely hampered by the tobacco lobby that permeates Swiss politics. Individuals working for the tobacco industry can be elected to the Federal Assembly without resigning from their job because there are no rules against the participation of the tobacco industry in policymaking.

## Tobacco Companies



are **not prohibited** from promoting themselves through so-called **socially responsible activities**



are **not prohibited** from promoting their products through **sponsorships** of events, activity, or individuals



are **required to place graphic warnings** in tobacco product packages

## Tobacco Taxes

as a percent of retail price is **60 %<sup>1</sup>** while the **global standard** is at **70%**

generate **CHF 2.4 Billion in revenue** but impose **CHF 10 Billion in economic losses<sup>2</sup>**

<sup>1</sup> Based on most sold brand. <sup>2</sup> Primarily healthcare costs and productivity losses. Data Sources: Global Tobacco Industry Interference Index 2020, WHO Report on the Global Tobacco Epidemic 2021, Tobacco Atlas 2019, AT, Swiss Association for Smoking Prevention, Oxysulisse

## Switzerland should protect the health of its citizens by doing better at:

Adopting Measures to Prevent Influence

24,5

Avoiding Conflict of Interest

Avoiding Procedures to Ensure Transparency

Avoiding Unnecessary Interactions with the Tobacco Industry

11 15

Disallowing Benefits Incentives for the Tobacco Industry

De-normalizing So-called CSR Activities

Preventing Tobacco Industry Participation in Policy

15 20

LEGEND: Incidents of tobacco industry interference or government action

Best Score

Actual Score

Worst Score

Global Tobacco Industry Interference Index (Global Tobacco Index) is a global survey on how governments are responding to tobacco industry interference and protecting their public health policies from commercial and vested interests as required under the World Health Organization Framework Convention on Tobacco Control (WHO FCTC). The report was initiated as a regional index by the Southeast Asia Tobacco Control Alliance (SEATCA) in 2014. The Global Tobacco Index 2023 is produced by the Global Center for Good Governance in Tobacco Control (GGTC) with dissemination support from STOP. For more information, visit: [www.globaltobaccoindex.org](http://www.globaltobaccoindex.org).