

WHO trends in

Key findings of the WHO Global report on trends in prevalence of tobacco use 2000–2025

Prevalence: In 2020, 22.3% of the global population used tobacco, 36.7% of all men and 7.8% of the world's women.

Target: Currently, 60 countries are on track to achieve the 30% tobacco use reduction target by 2025. Since the last report two years ago, two other regions – the African and South-East Asian regions - have now joined the Americas region on track to achieve a 30% reduction.

Children: Approximately 38 million children (aged 13–15) currently use tobacco (13 million girls and 25 million boys). In most countries, it is illegal for minors to purchase tobacco products. The goal is to achieve zero child tobacco users.

Women: The number of women using tobacco in 2020 was 231 million. The age group with the highest prevalence rate among women for tobacco use is 55–64 years old.

Highlights from the WHO Eastern Mediterranean Region

Prevalence: Around 19% of adults in the Region are current tobacco users – approximately 92 million users, of which 82 million are men and 9.5 million are women. Four out of the six countries in the world where tobacco use is increasing are in this region (Egypt, Jordan, Lebanon and Oman).

Target: Only one country in the Region (Pakistan) is on track to reach the 30% tobacco use reduction target by 2025.

Conclusion and way forward

The latest tobacco trends report shows a slight decrease in the prevalence of tobacco use in WHO's Eastern Mediterranean Region. This is a promising yet volatile development – as countries must continue to accelerate implementation of the measures outlined in the WHO FCTC to keep the momentum going long after this report. Countries must also step up their efforts to monitor tobacco use and prevention policies as data from five years back are

insufficient and uneven in some of the countries in the region compared with other WHO regions. In summary, WHO urges countries to:

accelerate implementation of effective and comprehensive tobacco control policies under the WHO FCTC and the MPOWER measures to reduce the demand for tobacco in order to achieve the 30% tobacco use reduction target by 2025.

implement plain packaging on all tobacco products to end product attractiveness, particularly among children and young people.

regularly monitor tobacco use and prevention policies at national level among different age groups.

engage all relevant stakeholders in tobacco control, including civil society groups.

Related links

[WHO global report on trends in prevalence of tobacco use 2000-2025, fourth edition](#)

[The WHO FCTC](#)

[MPOWER measures](#) [YouT](#)

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