

WHO global report on
trends in prevalence of tobacco use
2000–2030



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Foreword

This *WHO global report on trends in prevalence of tobacco use 2000–2030* is a useful companion to the *WHO report on the global tobacco epidemic*, which tracks the global adoption of tobacco control measures and interventions designed to reduce the use of tobacco. Together these reports allow us to both monitor progress every two years and to identify gaps, challenges and hinderances.

This report brings some good news and reminds us that there is more work ahead. Globally we are getting closer to the global voluntary target of a 30% relative reduction in current tobacco use by 2025, as set out in the WHO Global Action Plan for the Prevention and Control of Noncommunicable Diseases 2013–2020. Already by 2022, the projected relative reduction is 24.9%. But progress is uneven across countries and regions of the world, and more effort is needed to achieve the overall reduction target of 30%.

In some countries there have been setbacks in tobacco policy adoption and implementation. There are four fewer countries on track to meet the goal compared to findings two years ago of the *WHO global report on trends in prevalence of tobacco use 2000–2025, fourth edition*. Six countries worldwide are still experiencing an increase in tobacco use, and nine are seeing no significant change. Considering the enormous burden that tobacco places on individuals, communities and health systems, this is totally unacceptable.

WHO and the Secretariat to the WHO Framework Convention on Tobacco Control (WHO FCTC) work together as co-custodians of the Sustainable Development Goal indicator 3.a.1. This report contributes to the global monitoring of Sustainable Development Goal 3.a, which calls for strengthening implementation of the WHO FCTC in all countries, as appropriate.

The measures that are effective for reducing tobacco use are known. When countries commit to protecting their people from tobacco, we see the results – a reduction in tobacco use prevalence rates, and correspondingly healthier populations.

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