

STANDARDIZED or PLAIN TOBACCO PACKAGING

International Developments

Last Updated November 2025

Implementation Summary COUNTRIES SHOWN IN RED HAVE FULL IMPLEMENTATION.

Full implementation means a legal measure has been adopted and is in effect, requiring both manufacturers and retailers to comply with plain packaging provisions. As shown in the table, most countries allow a transition period between the date when manufacturers must produce plain packs and a later date when retailers must sell all products in plain packs. This transition period allows retailers to sell through stock that is not in plain packaging before the requirements take effect.

COUNTRY	MANUFACTURER LEVEL	RETAILER LEVEL	COUNTRY	MANUFACTURER LEVEL	RETAILER LEVEL
1 AUSTRALIA	October 1, 2012	December 1, 2012	16 NETHERLANDS	October 1, 2020	October 1, 2021
2 FRANCE	May 20, 2016	January 1, 2017	17 HUNGARY	January 1, 2022	January 1, 2022
3 UNITED KINGDOM	May 20, 2016	May 20, 2017	18 DENMARK	July 1, 2021 (October 1, 2021 for e-cigarettes)	April 1, 2022 (October 1, 2022 for e-cigarettes)
4 NEW ZEALAND	March 14, 2018	June 6, 2018	19 GUERNSEY	July 31, 2021	July 31, 2022
5 NORWAY	July 1, 2017	July 1, 2018	20 JERSEY	January 1, 2022	July 31, 2022
6 IRELAND	Sept. 30, 2017	September 30, 2018	21 FINLAND	May 1, 2023	May 1, 2023
7 THAILAND	Sept. 10, 2019	December 8, 2019	22 MAURITIUS ^a	December 1, 2023	December 1, 2023
8 URUGUAY	December 21, 2019	December 21, 2019	23 OMAN ^b	April 4, 2024	July 4, 2024
9 SAUDI ARABIA	August 23, 2019	January 1, 2020	24 GEORGIA	March 1, 2025	April 1, 2025
10 SLOVENIA	January 1, 2020	January 1, 2020	25 LAO PDR ^c	August 15, 2025	August 15, 2025
11 TURKEY	December 5, 2019	January 5, 2020	26 MYANMAR	October 20, 2025	October 20, 2025
12 ISRAEL	January 8, 2020	January 8, 2020	27 CÔTE D'IVOIRE ^d	August 3, 2026	August 3, 2026
13 CANADA	November 9, 2019	February 7, 2020	28 ICELAND	May 1, 2027	May 1, 2027
14 SINGAPORE	July 1, 2020	July 1, 2020	29 SYRIA	June 25, 2027	June 25, 2027
15 BELGIUM	January 1, 2020	January 1, 2021			

- a. In Mauritius, the law required manufacturers, importers and retailers to implement plain packaging by May 31, 2023. However, through administrative practice, the implementation date was extended to December 1, 2023.
- b. In Oman, the law required manufacturers and retailers to implement plain packaging by September 5, 2023. However, through administrative practice, the implementation date was extended to April 4, 2024 for manufacturers and July 4, 2024 for retailers.

- c. In Lao PDR, the law required manufacturers and retailers to implement plain packaging by December 5, 2025. However, through Notices issued by the Ministry of Health, the implementation date was extended to August 15, 2025.
- d. In Côte d'Ivoire, the law required manufacturers and retailers to implement plain packaging by December 18, 2024. However, through administrative practice, the implementation date has subsequently been extended to August 3, 2026.

FULL IMPLEMENTATION (in date order for implementation at retailer level)

AUSTRALIA

- December 1, 2011: Adoption of the Tobacco Plain Packaging Act.¹
- December 1, 2011: Adoption of the Tobacco Plain Packaging Regulations.²
- October 1, 2012 and December 1, 2012: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for all available tobacco products (note: the sale of heated tobacco products is banned in Australia, but the products are available with a prescription).
- October 1, 2024: Adoption of the Therapeutic Goods (Standard for Therapeutic Vaping Goods) (TGO 110) Order 2021, Compilation No. 2, requiring plain pharmaceutical packaging for certain e-cigarettes^e available as a medical practitioner/pharmacist-only medicine, effective July 1, 2025.³
- July 1, 2025: Implementation date for pharmaceutical plain packaging for e-cigarettes available as a medical practitioner/pharmacist-only medicine.
- **Legal challenges:** High Court constitutional challenge by tobacco industry dismissed in August 2012;⁴ Investment treaty claim by Philip Morris dismissed in December 2015;⁵ World Trade Organization (WTO) complaint brought by Honduras, Dominican Republic, Indonesia and Cuba — the dispute panel rejected all grounds of complaint in June 2018 and WTO Appellate Body upheld panel ruling in June 2020.⁶

FRANCE

- December 17, 2015: Adoption of Law No. 2016-41⁷ (requiring plain packaging).⁸
- March 21, 2016: Adoption of Decree No. 2016-334 of March 21, 2016⁹ and Administrative Order of March 21, 2016¹⁰ with detailed plain packaging requirements.
- August 11, 2016: Adoption of Decree No. 2016-1117 of August 11, 2016¹¹ containing additional plain packaging provisions.

e. In **Australia**, the sale of certain e-cigarettes (therapeutic vaping goods) is permitted only as a pharmacist-only medicine. Plain pharmaceutical packaging refers to packaging that is predominantly white and features no more than 4 other colors, including the color of any text.

- May 20, 2016 and January 1, 2017: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for cigarettes and hand-roll tobacco.
- **Legal challenges:** The Conseil Constitutionnel upheld Law No. 2016-41 in a decision on January 21, 2016.¹² The Conseil d'État dismissed six industry challenges in a decision given on December 23, 2016.¹³

UNITED KINGDOM

- March 16, 2015: Adoption of the Standardised Packaging of Tobacco Products Regulations.¹⁴
- May 20, 2016 and May 20, 2017: Implementation date for manufacturers and retailers, respectively (applies to England, Wales, Northern Ireland, and Scotland). Plain packaging is required for cigarettes and hand-roll tobacco.
- **Legal challenges:** High Court challenge by the tobacco industry was dismissed in May 2016¹⁵ and the ruling was upheld by the Court of Appeal in November 2016.¹⁶

NEW ZEALAND

- September 14, 2016: Royal Assent given for the Smoke-free Environments (Tobacco Standardised Packaging) Amendment Act 2016 ("Tobacco Standardised Packaging Act")¹⁷. The Tobacco Standardised Packaging Act was repealed on November 11, 2020 by the Smokefree Environments and Regulated Products (Vaping) Amendment Act 2020.¹⁸ The Amendment Act added plain packaging provisions to the Smokefree Environments and Regulated Products Act 1990.¹⁹
- June 6, 2017: Adoption of the Smoke-free Environments Regulations 2017.²⁰ The 2017 Regulations were revoked and replaced by the Smokefree Environments and Regulated Products Regulations 2021²¹ (which excluded smokeless tobacco products from plain packaging rules).
- March 14, 2018 and June 6, 2018: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for all available tobacco products except smokeless tobacco (which includes heated tobacco products under the regulations).

NORWAY

- February 10, 2017: Adoption of Act No. 5 of 10 February 2017 (implementing Directive 2014/40/EU and standardized packaging).²²
- June 22, 2017: Adoption of Regulations No. 942 of 22 June 2017,²³ which detailed plain packaging requirements.
- July 1, 2017 and July 1, 2018: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for cigarettes, snus and hand-roll tobacco.
- **Legal challenges:** Swedish Match issued court proceedings claiming that plain snus boxes are in conflict with the free trade principle under the EEA/EU agreement. The District Court dismissed the application on November 6, 2017.²⁴ Swedish Match filed an appeal on December 8, 2017. The appeal was dismissed on February 19, 2018.²⁵

IRELAND

- March 10, 2015: Adoption of the Public Health (Standardised Packaging of Tobacco) Act.²⁶
- September 29, 2017: Adoption of the Public Health (Standardised Packaging of Tobacco) Regulations 2017.²⁷
- September 30, 2017 and September 30, 2018: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for all available tobacco products.
- **Legal challenges:** Claim by Japan Tobacco International in the Commercial Court was struck out in November 2016.²⁸

THAILAND

- April 2, 2017: Adoption of the Tobacco Products Control Act 2017,²⁹ which included a provision (Article 38) that allows the Minister of Public Health to introduce regulations for plain packaging.
- December 13, 2018: Publication of the Ministry of Public Health Notification of Criteria, Methods and Conditions of Tobacco Product and Cigarette Packaging B.E. 2561 (2018),³⁰ as amended,³¹ detailing plain packaging requirements.
- September 10, 2019 and December 8, 2019: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for all tobacco products.

URUGUAY

- December 21, 2018: Adoption of Law No. 19,723³² that amended Law No. 18,256³³ to provide for tobacco plain packaging with implementation in 12 months.
- April 29, 2019: Adoption of Decree No. 120/019,³⁴ which provided detailed plain packaging requirements and repealed Decree No. 235/018³⁵ (that mandated plain packaging with an earlier implementation date).
- December 21, 2019: Implementation date for manufacturers and retailers. Plain packaging is required for all tobacco products.
- September 22, 2022: Adoption of Decree No. 282/022,³⁶ which amended Decree No. 120/019 to allow tobacco companies to print distinctive elements on cigarette sticks and include inserts in tobacco packs.
- October 19, 2022: Injunction issued by Uruguayan court,³⁷ which prevented the implementation of Decree No. 282/022.
- June 10, 2025: The Ministry of Health issued Decree No. 124/2025 annulling Decree No. 282/022, which had weakened plain packaging. As of June 10, 2025, plain packaging remains fully in effect.³⁸
- **Legal challenges:** BAT filed two legal challenges. The first challenged Decree No. 235/018; the tribunal at first instance issued an injunction suspending the decree, but this was overturned on appeal.³⁹ BAT also challenged Decree No. 120/019, and this challenge was decided in favor of the government.⁴⁰

SAUDI ARABIA

- December 12, 2018: Adoption of Plain Packaging Standards of Tobacco Products.⁴¹
- August 23, 2019 and January 1, 2020: Implementation date for importers and for retailers, respectively. Plain packaging is required for cigarettes, cigars, hand-roll tobacco, and tobacco molasses (waterpipe tobacco).

SLOVENIA

- February 15, 2017: Adoption of the Restrictions of the Use of Tobacco Products Act,⁴² which implemented the European Union Tobacco Products Directive and included provisions for plain packaging.
- March 28, 2019: Adoption of the Rules on the Uniform Packaging of Tobacco Products.⁴³
- January 1, 2020: Implementation date for manufacturers and retailers. A parliamentary proposal to delay implementation was defeated in the Health Committee. Plain packaging is required for cigarettes and hand-roll tobacco.

TURKEY

- November 15, 2018: Adoption of Law No. 7151 amending Law No. 4207,⁴⁴ to introduce plain packaging provisions.
- March 1, 2019: Adoption of the Regulations on the Procedures and Principles Related to the Production Methods, Labelling and Surveillance of Tobacco Products,⁴⁵ as amended on June 27, 2019.⁴⁶
- December 5, 2019 and January 5, 2020: Implementation date for manufacturers and retailers, respectively. The original implementation date for manufacturers was July 5, 2019, but this was delayed by amending regulations. Plain packaging is required for all available tobacco products (note: the import of e-cigarettes and heated tobacco products is banned, and the products have not been approved for manufacture; no smokeless tobacco products are licensed for sale in Turkey).

ISRAEL

- January 8, 2019: Adoption of an amendment to the Prohibition of Advertising and Restriction of Marketing of Tobacco and Smoking Products Law,^{47,48} inserting plain packaging provisions.
- January 8, 2020: Implementation date for manufacturers and retailers. Plain packaging is required for all available tobacco products, including heated tobacco products (tobacco inserts and devices) and e-cigarettes. The law excludes cigar and pipe tobacco sold at specialty shops. Israel was the first country to apply plain packaging to e-cigarettes.

- **Legal challenges:** JUUL Labs and the Tel Aviv Chamber of Commerce brought legal claims challenging the application of the law, including the plain packaging provisions, to e-cigarettes. Both claims were dismissed or withdrawn in November 2019.⁴⁹

CANADA

- May 24, 2018: Adoption of the Act to amend the Tobacco Act and the Nonsmokers' Health Act and to make consequential amendments to other Acts,^{50,51} providing ministerial powers to implement plain packaging regulations.
- April 24, 2019: Adoption of the Tobacco Products Regulations (Plain and Standardized Appearance).⁵²
- November 9, 2019: and February 7, 2020: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for all available tobacco products and devices used for consuming tobacco, including heated tobacco products (tobacco inserts and devices).

SINGAPORE

- July 1, 2019: Adoption of the amendments to the Tobacco (Control of Advertisements and Sale) Act,⁵³ which included provisions allowing regulations for plain packaging.
- July 1, 2019: Adoption of the Tobacco (Control of Advertisements and Sale) (Appearance, Packaging and Labelling) Regulations 2019.⁵⁴
- July 1, 2020: Implementation date for manufacturers and retailers. Plain packaging is required for all available tobacco products (note: the import, distribution and sale of e-cigarettes and heated tobacco products are banned in Singapore).

BELGIUM

- April 13, 2019: Adoption of the Royal Order on the Standardized Packaging of Cigarettes, Roll-Your-Own Tobacco, and Water Pipe Tobacco.⁵⁵
- April 16, 2019: Adoption of the Ministerial Order on the Conditions of Neutral and Uniform Unit and Outer Packaging of Cigarettes, Roll-Your-Own Tobacco, and Water Pipe Tobacco.⁵⁶
- January 1, 2020 and January 1, 2021: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for cigarettes, hand-roll and waterpipe tobacco.

STANDARDIZED or PLAIN TOBACCO PACKAGING: International Developments

- **Legal challenges:** BAT filed suit requesting the suspension of the implementation of plain packaging and an annulment of the requirements. The Court denied their requests.⁵⁷

NETHERLANDS

- March 14, 2020: Adoption of Decree of 14 March 2020 amending the Tobacco and Smoking Products Decree in connection with the introduction of plain packaging.^{58,59}
- April 20, 2020: Adoption of Regulation amending the Tobacco and Smoking Products Regulations in connection with the introduction of standard packaging for cigarettes and hand-roll tobacco.^{60,61}
- October 1, 2020 and October 1, 2021: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for cigarettes and hand-roll tobacco.
- January 13, 2025: Adoption of Decree of 13 January 2025, amending the Tobacco and Smoking Products Decree to require plain packaging for cigars and e-cigarettes.⁶² Decree of 13 January 2025 entered force on July 1, 2025, but the implementing regulations have not yet been adopted.

HUNGARY

- August 16, 2016: Adoption of Government Regulation 239/2016 (16 August) Amending Government Regulation 39/2013 (14 February).⁶³
- August 19, 2016: Implementation date for all new brands/variants placed on the market (the first new brand appeared on the market in plain packaging in August 2017).
- December 13, 2018: Adoption of Government Regulation 244/2018, delaying, in part, the implementation of plain packaging.⁶⁴
- January 1, 2022: Implementation date for all brands to be in plain packaging. The original implementation date was May 20, 2019. Plain packaging is required for cigarettes and hand-roll tobacco.

DENMARK

- December 21, 2020: Adoption of Act No. 2071 amending the Tobacco Products Act, etc.⁶⁵ requiring plain packaging for tobacco products (except cigars and pipe tobacco) and e-cigarettes.

- March 22, 2021: Adoption of Order No. 572 on the standardization of packaging of tobacco and herbal smoking products.⁶⁶
- April 19, 2021: Adoption of Order No. 699 on the standardization of electronic cigarettes and refill containers with and without nicotine.⁶⁷
- July 1, 2021 and April 1, 2022: Implementation date for manufacturers and retailers, respectively, with regard to tobacco products. Plain packaging is required for all available tobacco products (including heated tobacco inserts) except cigars and pipe tobacco.
- October 1, 2021 and October 1, 2022: Implementation date for manufacturers and retailers, respectively, with regard to e-cigarettes.
- December 30, 2024: Adoption of Act No. 1669, which amended the consolidated Tobacco Products Act to also require plain packaging for HTP devices and tobacco substitutes such as nicotine pouches.⁶⁸
- March 4, 2025: Adoption of Order No. 247 on the standardization of packaging tobacco products, herbal smoking products and technical equipment used with heated tobacco (HTP devices).⁶⁹ Order No. 247 repeals and replaces prior orders on standardization of packaging (Order No. 572 and Order No. 781).
- March 4, 2025: Adoption of Order No. 248 on the standardization of packaging for tobacco substitutes, such as nicotine pouches.⁷⁰
- July 1, 2025 and April 1, 2026: Implementation dates for manufacturers and retailers respectively, with regard to HTP devices and tobacco substitutes, such as nicotine pouches.

GUERNSEY

- May 18, 2021: Adoption of the Tobacco Advertising and Related Activities (Guernsey) Regulations, 2021,⁷¹ requiring plain packaging.
- July 31, 2021 and July 31, 2022: Implementation date for manufacturers and retailers, respectively. Plain packaging is required for cigarettes and hand-roll tobacco.

JERSEY

- June 20, 2021: Adoption of the Restriction on Smoking (Standardised Packaging and Labelling) (Jersey) Regulations 2021.⁷²
- January 1, 2022 and July 31, 2022: Implementation date for manufacturers/

importers and retailers, respectively. Plain packaging is required for cigarettes and hand-roll tobacco.

FINLAND

- April 13, 2022: Adoption of the Act Amending Tobacco Act (No. 283/2022),⁷³ requiring plain packaging for all available tobacco products and e-cigarettes.
- April 26, 2022: Adoption of Decree No. 296/2022 Amending the Decree on the Warning Labels on Unit Packets of Tobacco Products and Similar Products.⁷⁴
- May 1, 2023: Implementation date for manufacturers and retailers. Plain packaging is required for all available tobacco products and e-cigarettes.

MAURITIUS

- June 10, 2022: Adoption of the Public Health (Restrictions on Tobacco Products) Regulations 2022,⁷⁵ requiring plain packaging for tobacco products.
- December 20, 2022: Adoption of the Public Health (Restrictions on Tobacco Products) (Amendment) Regulations 2022,⁷⁶ delaying, in part, the implementation of plain packaging.
- December 1, 2023: Implementation date for manufacturers, importers and retailers. The original implementation dates were December 31, 2022 and March 31, 2023 for manufacturers and retailers, respectively. The implementation date for manufacturers, importers and retailers was subsequently extended to May 31, 2023, and extended again through administrative practice. Plain packaging is required for all available tobacco products except green tobacco (note: the manufacture, import, distribution and sale of e-cigarettes, heated tobacco products, and smokeless tobacco products are banned in Mauritius).

OMAN

- June 1, 2023: Adoption of Omani Standard Specification 1655:2022 Plain Packaging of Tobacco Products.⁷⁷
- March 5, 2023: Ministerial Decision No. 67/2023 Deeming an Omani Standard Specification Binding⁷⁸ adopted and deemed OS 1655:2022 a standard specification.

- April 4, 2024 and July 4, 2024: Implementation date for manufacturers and retailers, respectively. The original implementation date for manufacturers and retailers was September 5, 2023, however the date was extended through administrative practice. Plain packaging is required for all available tobacco products (note: the sale of smokeless tobacco products is banned in Oman).

GEORGIA

- May 17, 2017: Adoption of an amendment to the Law of Georgia on Tobacco Control,⁷⁹ which included provisions for a plain packaging decree to be adopted by July 1, 2017, and implemented by January 1, 2018.
- May 16, 2022: Adoption of Resolution No. 257 Regarding Approval of Technical Regulations of a Tobacco Product, its Packaging and Standardization Intended for Sale in Georgia,⁸⁰ which required implementation of plain packaging for manufacturers and retailers on December 31, 2022.
- March 1, 2025 and April 1, 2025: Implementation date for manufacturers and retailers, respectively. The original implementation date was January 1, 2018, and this was delayed several times by amendments to the law. Plain packaging is required for tobacco products except for cigars, cigarillos, chewing, snus and snuff tobacco and heated tobacco products. E-cigarettes and other nicotine products without tobacco are also specifically excluded from plain packaging requirements.

LAO PDR

- May 13, 2024: Adoption of Decree No. 1090 on Packing, Packaging, Printing of Health Warnings and Labels for Industrial Tobacco Products⁸¹ requiring plain packaging for cigarettes effective December 5, 2024.
- January 22, 2025: Notice issued by the Ministry of Health⁸² postponed the implementation date for plain packaging to March 1, 2025.
- June 25, 2025: Notice issued by the Ministry of Health⁸³ further delayed the implementation date for plain packaging to August 15, 2025.
- August 15, 2025: Implementation date for manufacturers and retailers. Plain packaging is required for cigarettes.

MYANMAR

- October 12, 2021: Adoption of Ministry of Health Order No. 453/2021, Order for Packaging of Tobacco Products and Printing of Health Warning Pictures and Text Statements According to the Standards⁸⁴ pursuant to powers in the Control of Smoking and Consumption of Tobacco Product Law (Law No. 5/2006).⁸⁵
- April 1, 2022: Notification No. 62/2022⁸⁶ issued delaying the implementation of plain packaging from April 10, 2022 to January 1, 2023.
- September 27, 2022: Notification No. 2023/2022⁸⁷ issued, further delaying the implementation of plain packaging from January 1, 2023 until December 31, 2023.
- November 21, 2024: Notification No. 347/2023⁸⁸ issued, delaying the implementation of plain packaging implementation further to December 31, 2024, for manufacturers and March 31, 2025, for retailers.
- April 23, 2025: Notification No. 47/2025⁸⁹ is issued, requiring compliance with plain packaging provisions as of October 20, 2025, for both manufacturers and retailers.
- October 20, 2025: Implementation date for manufacturers and retailers. Plain packaging is required for cigarettes.

ALL LAWS ADOPTED — FULL IMPLEMENTATION PENDING

(in date order for implementation at retailer level)

CÔTE D'IVOIRE

- July 23, 2019: Adoption of Law No. 2019-676 Concerning Tobacco Control,⁹⁰ providing powers to adopt regulations requiring plain packaging.
- January 26, 2022: Adoption of Decree No. 2022-75 Implementing Health Warnings, Packaging, Labeling and Marketing of Tobacco and Tobacco Products,⁹¹ establishing plain packaging rules.
- June 18, 2024: Adoption of Ministry of Health Order No. 848 of June 18, 2024 Implementing Health Warnings and Plain Packaging for Tobacco and Tobacco Products.⁹²
- August 3, 2026: Implementation date for manufacturers and retailers. The original implementation date was December 18, 2024 pursuant to Article 27 of Order No. 848;⁹³ however, the date was extended through administrative practice to August 3, 2026. Plain packaging will be required for all tobacco products.

ICELAND

- October 25, 2024: Regulation No. 1250/2024 issued by the Ministry of Health requiring plain packaging for unit packets and the outer packaging of tobacco products.⁹⁴
- May 1, 2027: Implementation date for manufacturers and retailers. Plain packaging will be required for all available tobacco products.

SYRIA

- June 25, 2025: Adoption of Decision No. 75,⁹⁵ which implemented Syrian Standard Specification No. 4117:2025 titled *Tobacco and its products: Plain packaging for Tobacco Products*.⁹⁶
- June 25, 2027: Implementation date for manufacturers and retailers. Plain packaging will be required for all available tobacco products (note: the sale of e-cigarettes and heated tobacco products is banned in Syria)

LAWS ADOPTED — DETAILED REGULATIONS NEEDED

(in alphabetical order)

Countries in this section need to adopt further regulations or decrees before implementation can take place.

ARMENIA

- February 13, 2020: Adoption of Law on Reduction and Prevention of the Damage Caused to Health by the Use of Tobacco Products and Substitutions for Them,⁹⁷ which includes provisions banning brand colors, images and corporate logos on tobacco packaging and powers to adopt technical regulations. As of November 2025, technical regulations had not yet been adopted.

BOTSWANA

- October 18, 2021: The President gave assent to the Tobacco Control Act 2021.⁹⁸ Sections 42 (4) (a) and (5) provide powers to introduce plain packaging of tobacco products.

BURKINA FASO

- March 12, 2025: Adoption of Decree No. 2025-0866 Concerning the Packaging and Labeling of Tobacco Products. Signing of the Decree followed on July 7, 2025.
- July 7, 2026: Article 18 of Decree No. 2025-0866 delays the application of the Decree

for manufacturers and importers until July 7, 2026.⁹⁹ Further Ministerial Orders are required to establish the pack color and other details.

HONG KONG

- September 19, 2025: the Tobacco Control Legislation (Amendment) Ordinance was published in the gazette and amended the Smoking (Public Health) Ordinance, thereby authorizing Hong Kong's Health Secretary to establish requirements "to be conformed to in respect of the packaging of conventional smoking products."¹⁰⁰ As of November 2025, the Secretary had not prescribed requirements under this new authority.

ROMANIA

- October 12, 2016: Adoption of Law No. 201/2016,¹⁰¹ implementing the European Tobacco Products Directive (TPD) and including provisions that allow the Health Minister to introduce plain-packaging regulations.

LEGISLATION BEING CONSIDERED BY PARLIAMENT

(in alphabetical order)

CHILE

- A bill providing powers to introduce plain packaging was passed in the Senate in July 2015 and moved to the Committees. Over the course of six years, the bill was approved by the Health Committee but rejected by the Agriculture Committee in December 2021. The Chamber of Deputies considered the Bill further and passed it 'in general,' meaning that it moved back to the Health Committee for further consideration.¹⁰²

COSTA RICA

- In March 2021, a bill that included provisions for standardized packaging was introduced but has remained in the Committee of Social Affairs since August 2021. Hearings at the Committee level were held in March and April 2022. The bill was approved by the Committee of Social Affairs and the next step is for the bill to be discussed in the plenary of the National Assembly.¹⁰³

MEXICO

- On September 9, 2020, a draft bill was introduced to the Chamber of Deputies that modifies the current tobacco control legislation and provides powers for the government to introduce plain packaging. On September 6, 2022, another draft bill was presented to introduce plain packaging (and increase pictorial warnings).¹⁰⁴

SOUTH AFRICA

- On December 9, 2022, the Tobacco Products and Electronic Delivery Systems Control Bill was introduced to Parliament and is currently under consideration by the National Assembly.¹⁰⁵ This Bill mandates standardized packaging for tobacco products and authorizes the Minister of Health to implement standardized packaging for tobacco devices, e-cigarettes, and other non-nicotine and nicotine-containing products.

UNDER FORMAL GOVERNMENT CONSIDERATION

(in alphabetical order)

LITHUANIA

- A draft set of proposed amendment to the tobacco control law that include provisions for plain packaging (as well as a display ban and extended smoke-free rules), was registered in late 2018. As of November 2025, the proposal has not come before parliament.¹⁰⁶

SWEDEN

- The Minister of Health directed the committee examining the implementation of the European Union Tobacco Products Directive to also consider plain packaging. The committee report,¹⁰⁷ presented in March 2016, recommended plain packaging, but concluded that implementing it would require a change to the Swedish constitution. The government has yet to propose a bill in response to the committee's report.

OTHER RELEVANT LAWS

TIMOR-LESTE

- On May 9, 2018, a Ministerial Statutory Order¹⁰⁸ on the labeling of tobacco products was adopted, requiring certain elements of plain packaging, including that all surfaces not covered by health warnings be colored Aluminum Gray (RAL 9007) and that the brand or logo only appear on the front outer surface (the Ministerial Statutory Order also stipulates new pictorial health warnings covering 100% of the back surface and 85% of the front surface — the largest in the world). Any text or logos must be white in color, however, because a logo is allowed and the brand name may appear in a stylized font, the requirements are not a full plain packaging policy. The Statutory Order came into force on September 6, 2018 (120 days after publication). It replaced a previous statutory order¹⁰⁹ with similar requirements.

EUROPEAN UNION

- The revised European Union Tobacco Products Directive (TPD)¹¹⁰ was adopted on April 3, 2014 and came into force on May 20, 2016. The TPD introduces some elements of pack standardization and provides that the 27 EU Member States *have the option* to adopt further requirements to standardize tobacco packaging (Article 24[2]).¹¹¹

ENDNOTES

1. Tobacco Plain Packaging Act 2011. Accessed January 21, 2026. <https://assets.tobaccocontrollaws.org/uploads/legislation/Australia/Australia-Plain-Packaging-Act-native.pdf>
2. Tobacco Plain Packaging Regulations 2011. Accessed January 21, 2026. <https://assets.tobaccocontrollaws.org/uploads/legislation/Australia/Australia-PP-Regs-native.pdf>
3. Therapeutic Goods (Standard for Therapeutic Vaping Goods) (TGO 110) Order 2021, Compilation No. 2. Accessed January 21, 2026. <https://assets.tobaccocontrollaws.org/uploads/legislation/Australia/Australia-2021-E-Cigs-Order-Compilation-No.-2-native.pdf>
4. JT International SA v. Commonwealth of Australia [2012] HCA 43 (October 5, 2012). The court's decision was given in August 2012 with the reasoned judgment published on October 5, 2012. Accessed January 21, 2026. <https://www.tobaccocontrollaws.org/litigation/decisions/jt-international-sa-v-commonwealth-of-australia>
5. Philip Morris Asia Limited v. Commonwealth of Australia PCA Case 2012-02. All publicly available documents associated with the case are available from the Permanent Court of Arbitration's case page: <https://www.pcacases.com/web/view/5>. Accessed January 21, 2026.
6. Australia — Certain Measures Concerning Trademarks and Other Plain Packaging Requirements Applicable to Tobacco Products and Packaging. Dispute numbers DS435, DS441, DS458 and DS467. Accessed January 21, 2026.
7. Law No. 2016-41 of 26 January 2016 to modernize our health system (Amending the Public Health Code). Accessed January 21, 2026. <https://www.legifrance.gouv.fr/loda/id/JORFTEXT000031912641>
8. Section repealed and replaced by Ordinance No. 2016-623 of 19 May 2016 transposing Directive 2014/40/EU on the manufacture, presentation and sale of tobacco products and related products (Amending the Public Health Code). Accessed January 21, 2026. <https://www.legifrance.gouv.fr/loda/id/LEGIARTI000032548446/2016-05-21/>
9. Decree No. 2016-334 of March 21, 2016, on the plain cigarette pack and certain tobacco products (Amending the Public Health Code) (Unofficial translation). Accessed January 21, 2026. <https://assets.tobaccocontrollaws.org/uploads/legislation/France/France-Decree-No.-2016-334-on-Std.-Pkg.pdf>
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