



Nepal

the economic case for tobacco control



24,800

Nepalese die each year from tobacco-related illnesses



NPR 47 billion

Total losses in 2017 from tobacco use, 90% of which was from economic productivity losses



1.8% of GDP

lost annually to tobacco-related illnesses



NPR 121 billion

in economic benefits over 15 years from strengthened FCTC implementation



84,000

84,000 deaths can be averted over 15 years by implementing four priority FCTC measures



51:1 ROI

The economic benefits of FCTC action (NPR 121 billion over 15 years) far outweigh the costs of implementation (NPR 2.4 billion)

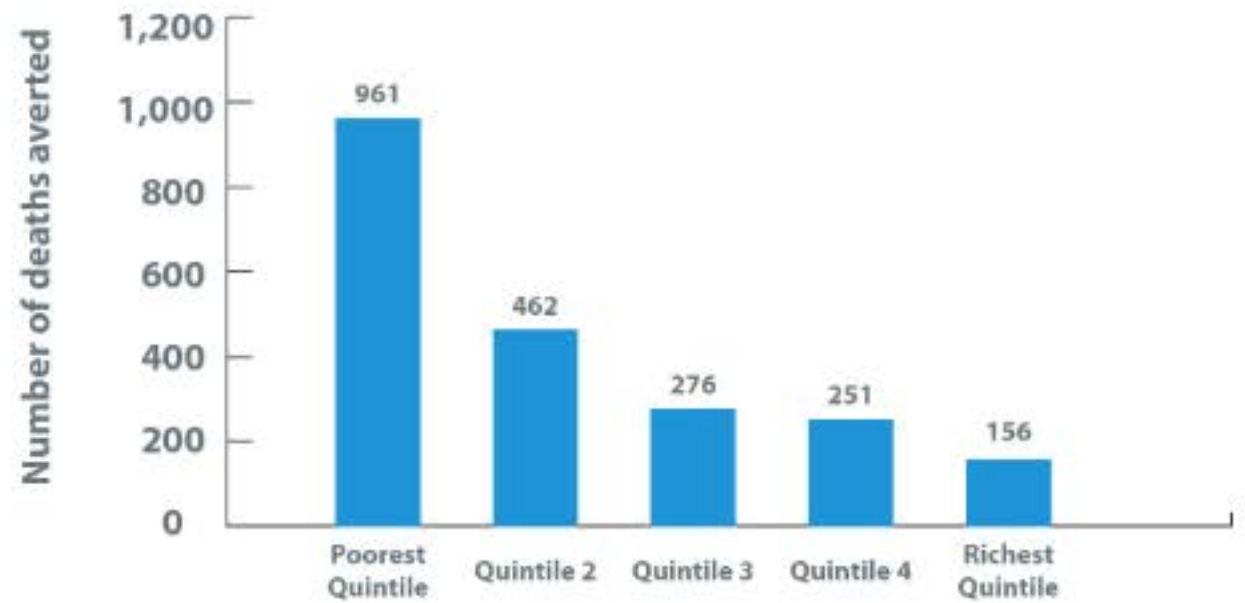
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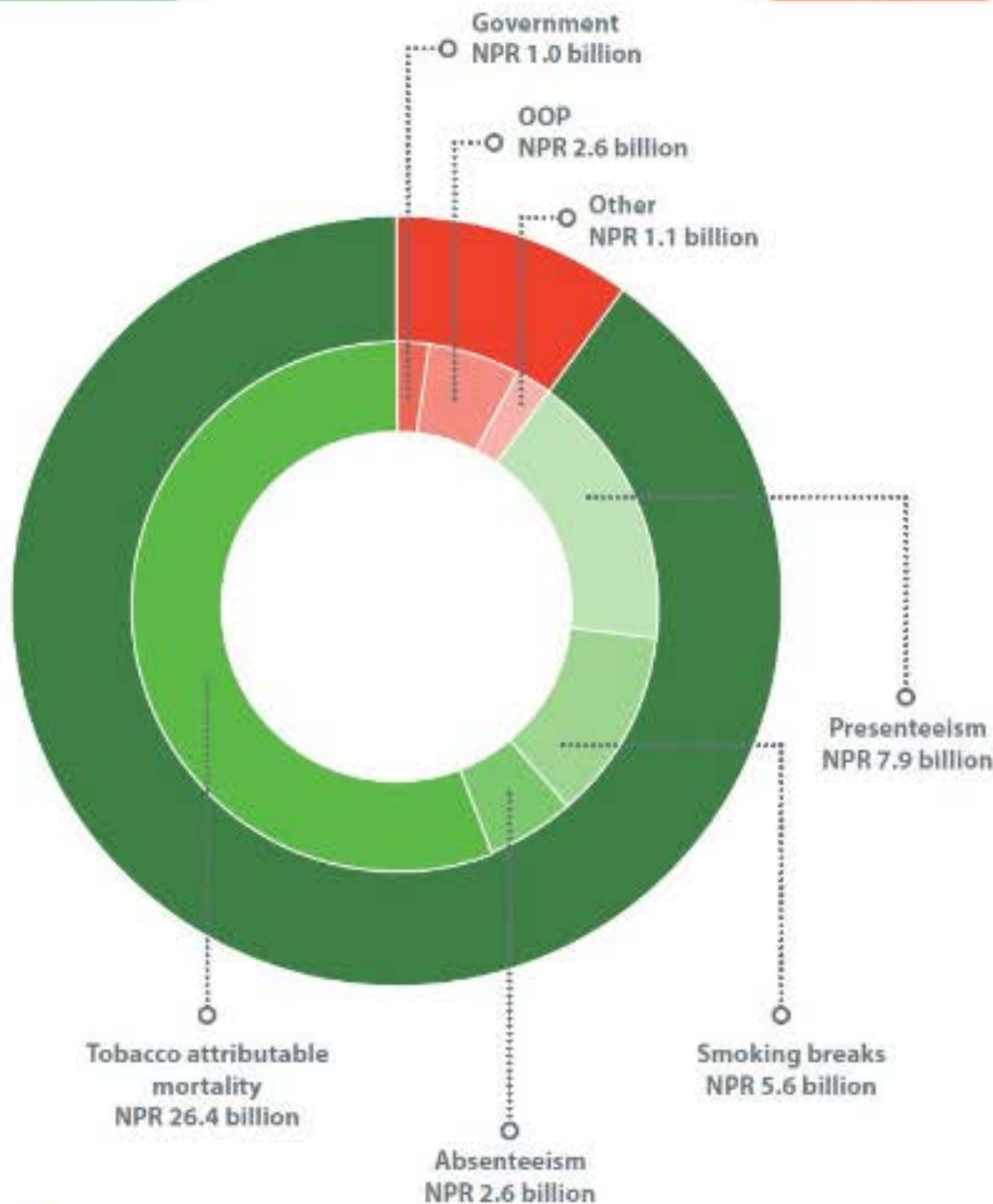
46%

of the deaths averted by stronger tobacco control measures accrue to the lowest income Nepalese



INDIRECT COSTS
90%

DIRECT COSTS
10%



Recommended Priorities

1. Raise tobacco taxes
2. Enforce tobacco laws
3. Strengthen multisectoral coordination