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

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