CONSUMPTION
Tobacco use is rising in India.

- There are almost 275 million tobacco users in India.¹
- Among adults (age 15+), over one-third (35%) of the population use tobacco products, with 48% of males and 20% of females using some form of tobacco.²
- Among youth (age 13-15), 4% smoke cigarettes (boys 5%; girls 2%).³
- Almost 12% of youth use other types of tobacco products (boys 14%; girls 8.5%).⁴
- Bidis are the most popular tobacco product used. Bidis comprise 48% of the tobacco market, chewing tobacco 38% and cigarettes 14%.⁵

HEALTH CONSEQUENCES
Tobacco use is deadly. Smoking kills up to half of all lifetime users.⁶

- Each year tobacco use kills about 1 million Indians.⁷
- Bidi and cigarette smokers die 6 to 10 years earlier than their non-smoking counterparts.⁸
- If current trends continue tobacco will account for 13% of all deaths by 2020.⁹
- 27% of youth (age 13-15) are exposed to secondhand smoke at home, while 40% of youth are exposed to secondhand smoke in public places.¹⁰

COSTS TO SOCIETY
Tobacco exacts a high cost on society.

- The total cost of tobacco use in 2004 was estimated at 1.7 billion USD — not including premature mortality costs.¹¹
- In 2004, direct healthcare costs attributable to tobacco reached 1.2 billion USD, 4.7% of India’s total national healthcare expenditure.¹²
- In 2004, approximately 411 million USD was lost in income due to tobacco-related work absenteeism.¹³
- Smoking also results in costs associated with fire damage and damage to the environment from the manufacturing and packaging of tobacco products.