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TOBACCO USE INCREASES POVERTY AND INEQUALITY IN VIETNAM



Issues

Vietnam ranks among the countries with the highest prevalence of smoking, and the poor smoke more and quit less than do those with higher incomes.

Both cigarette production and consumption in Vietnam have risen sharply over recent decades.¹ The combination of a decrease in real cigarette prices and income increases has made tobacco more affordable in Vietnam, and this, together with the tobacco industry's excellent marketing strategies, particularly among the poor and youth, has kept smoking prevalence at a very high level.¹ Smoking prevalence and the risk of becoming regular smokers are higher among the poor than among the economically better-off groups; both rates are also higher among people with lower levels of education and among people living in rural areas.^{1,4} These same groups of people are less likely to quit smoking.²

