

BAHRAIN





Tobacco industry profile



World Health
Organization

Regional Office for the Eastern Mediterranean

COUNTRY PROFILE

 <p>Trends</p>	<ul style="list-style-type: none"> • According to a study conducted in 2007, 33.4% of men and 7% of women currently smoke tobacco (1). • Waterpipe smoking rates exceed cigarette use among physicians (2). • Major shift to smoking shisha (waterpipe), particularly among women and teenagers (2). • In 2007, up to 5.7% of women were smoking daily (1).
 <p>Products</p>	<p>Types of tobacco products (2)</p> <ul style="list-style-type: none"> • Cigarettes (20% of total population) • Waterpipe (13% of total population) • Cigars (1.6% of total population) • Pipe <p>Types of waterpipe tobacco smoked (2)</p> <ul style="list-style-type: none"> • <i>Narjilla</i>, smoked mainly by females • <i>Kadu</i>, commonly used by males
 <p>Finance</p>	<ul style="list-style-type: none"> • Total expenditure on health per capita was US\$ 2273 in 2014 (3). • Total expenditure on health was 5.0% of gross domestic product in 2014 (3). • The total tax revenue from cigarettes in 2013 was 63 866 309 Bahraini dinars (4).
 <p>Mortality</p>	<ul style="list-style-type: none"> • In 2014, 78% of total deaths were attributed to noncommunicable diseases, for which smoking tobacco is a leading risk factor (5). • In 2014, the probability of dying from the four main noncommunicable diseases between the ages of 30 and 70 years was 13% (5). • In 2004, 14% of deaths were attributable to tobacco (6).

Industry

Domestic

Intercol (7)

Beginning in 1957 as a single shipping company, now distributes tobacco and other products among 200 corporations.

- Partners with Phillip Morris Companies. Intercol is a local conglomerate closely tied with Nestle (joint venture as of 2004), FedEx and others.
- Intercol has subsidiaries in Kuwait, Qatar and the United Arab Emirates.
- Intercol is the leading company in tobacco sales, with its premier brand, Marlboro.

International

British American Tobacco Middle East (8)

- A wholly owned subsidiary of British American Tobacco.
- Main brands include: Dunhill, Kent. Pall Mall and Viceroy.

Brands are sold through exclusive wholesalers.

By the numbers

16.8	mean age of smoking initiation (9)
20.3	average age of waterpipe smoking initiation (10)
1 out of 10	male physicians smoke shisha (2)
25.2%	percentage of students aged 13–15 years exposed to tobacco smoke at home in 2013 (11)
12.2%	percentage of students aged 13–15 years who currently use any tobacco product, 2013 (11)

TRADE

Trade flow, 2015 (million US\$) (12)

Export

- Cigarettes 132.00
- Unmanufactured tobacco 0.01

Import

- Cigarettes 193.90
- Unmanufactured tobacco 0.36

Main trade partners, 2015 (12)

Export

- Saudi Arabia
- Qatar
- Kuwait

Import

- Turkey
- Switzerland
- Oman

CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility is an inherent contradiction, as the industry's core functions are in conflict with the goals of public health policies with respect to tobacco control.

Bahrain has banned publicity of corporate social responsibility activities by tobacco companies (13).

TOBACCO-RELATED LITIGATION

International tobacco companies threatened Bahrain in international courts over plans to triple levies on tobacco products (14).

MARKETING

Despite bans on all forms of direct and indirect advertising (13), as of 2007, 3 in 10 students noticed tobacco advertisements or promotions when visiting points of sale in 2013 (11).

INDUSTRY INTERFERENCE

Since the 1970s, the tobacco industry has sought to weaken policy in the Region as multinationals formed the Middle East Working Group, now known as the Middle East Tobacco Association (META). The Association was formally constituted for the purpose of “promoting and defending the tobacco industry in the Gulf Cooperation Council countries,” and is currently located in Jebel Ali Free Zone in the United Arab Emirates (15).

NEXT STEPS

As a Party to the WHO Framework Convention on Tobacco Control (WHO FCTC), Bahrain should continue to make progress in implementing tobacco regulation. It is recommended that Bahrain focus on:

- fully operationalizing the Guidelines of Article 5 of the WHO FCTC at national level;
- introducing a multisectoral approach to the implementation of Article 5.3, within the implementation of the WHO FCTC;
- putting in place a mechanism to monitor the tobacco industry activities and report publicly on that if and when possible.

References

1. [WHO report on the global tobacco epidemic 2015, country profile: Bahrain](#)
2. [Tobacco control in Bahrain: an overview](#)
3. [Country statistics: Bahrain](#)
4. [WHO report on the global tobacco epidemic 2015](#)
5. [Noncommunicable diseases country profiles: Bahrain](#)
6. [WHO global report: mortality attributable to tobacco](#)
7. [International Agencies Co](#)
8. [British American Tobacco Middle East](#)
9. [Smoking among secondary school boys in Bahrain: prevalence and risk factors](#)
10. [Beliefs and perceptions towards water pipe smoking among café water pipe tobacco smokers in Bahrain](#)
11. Global Youth Tobacco Survey, country fact sheets: Bahrain
12. [UN Comtrade database](#)
13. [WHO report on the global tobacco epidemic, 2013, enforcing bans on tobacco advertising, promotion and sponsorship](#)
14. [Tobacco tax may hit businesses in Bahrain](#)
15. [Voice of truth](#), 2nd ed

See also: [Voice of truth \(Vol. I\)](#) for more information.