

POLICY RECOMMENDATIONS

1. Significantly increase tobacco excise taxes (to achieve higher prices).
2. Intensify education campaigns about the harmful effects of tobacco in order to reduce exposure to smoke and prevent early smoking initiation.
3. Enforce implementation of the smoking ban by applying completely smoke-free environments.
4. Intensively promote and make free cessation support widely available to those willing to quit.

OBJECTIVES

The Survey on Tobacco Consumption in Southeastern European Countries (STC-SEE) systematically gathered data on tobacco consumption behavior of adults in six SEE countries, including Albania. This Fact Sheet presents STC-SEE results for Albania to provide an evidence base that policymakers and other stakeholders can utilize to improve the design, implementation, and evaluation of tobacco control interventions in Albania.

METHODOLOGY

STC-SEE used a standardized methodology across SEE countries to enable comparative analysis. The survey was comprised of a core set of questions modeled after the Global Adult Tobacco Survey (GATS), International Tobacco Control (ITC) Project, and Pricing Policies and Control of Tobacco in Europe (PPACTE) questionnaires.

The survey was administered through face-to-face interviews with 1,000 Albanian adults (18 to 85 years of age) and was implemented in 2019.

The sample structure reflects the national population distribution in terms of geographical region, gender, age, and type of residence (rural vs. urban). The questionnaire contains data on sociodemographic characteristics, tobacco use, cessation, exposure to secondhand smoke, and perceptions and attitudes towards tobacco consumption and tobacco control policies.

HIGHLIGHTS

TOBACCO USE

- Overall, 24.8 percent of Albanian adults (42.9 percent of males and 7.1 percent of females) are current smokers, of whom 91.9 percent smoke on a daily basis.
- Approximately 19.8 percent of adults (79.8 percent of current smokers) use manufactured cigarettes, and 6.0 percent of adults (24.2 percent of current smokers) use hand-rolled cigarettes, both smoking on average 15.8 cigarettes per day.
- Approximately 24.0 percent of adults aged 18–25 years old are current smokers, and approximately 24.0 percent of lower-income adults are also current smokers.

CESSATION

- Overall, 19.4 percent of current smokers tried to quit smoking in the past 12 months (15.6 percent of male smokers

and 41.7 percent of female smokers).

- Most of those who attempted to quit did so for health and economic reasons (34.0 percent and 27.7 percent, respectively).
- Overall, the average duration of smoking abstinence among current smokers who tried to quit is two months.

SECONDHAND SMOKE

- Overall, 22.9 percent of adults are exposed to SHS at home (41.1 percent of current smokers and 16.9 percent of non-smokers).
- On average, 21.8 percent of households with children under five years of age are exposed to SHS at home.
- Overall, 39.0 percent of adults are exposed to SHS in bars or nightclubs, followed by 16.1 percent in restaurants and 10.2 percent in public transportation.

ECONOMICS

- On average, an Albanian current smoker spends €2.63 for 20 manufactured cigarettes and €1.75 for 20 hand-rolled cigarettes.
- The majority of current smokers spend between €51 and €100 per month for manufactured tobacco (57.1 percent) and up to €20 per month for hand-rolled tobacco (73.2 percent).
- More than four-fifths (81.0 percent) of current smokers of manufactured cigarettes spend up to 20 percent of their monthly household income on tobacco.

ATTITUDES AND PERCEPTIONS

- One in four (24.7 percent) current smokers smoke less today than in the past, mainly due to health-related concerns and price increases (58.0 percent and 39.9 percent, respectively).
- Overall, 36.7 percent of adults believe that raising the price of tobacco products would be a very useful policy for controlling and limiting tobacco use in Albania.
- Only 4.8 percent of adults in Albania (6.1 percent of males and 3.6 percent of females) have seen or heard about events that are sponsored by or connected with the tobacco industry.



TOBACCO USE

	Overall	Male	Female
	Percentage (95% CI)		
Current smoked tobacco smokers	24.8 (22.2, 27.5)	42.9 (38.5, 47.2)	7.1 (5.1, 9.6)
Daily smoked tobacco smokers	22.8 (20.3, 25.5)	40.1 (35.8, 44.4)	5.8 (4.0, 8.0)
Current smokers of manufactured cigarettes	19.8 (17.3, 22.3)	33.8 (29.7, 38.0)	6.0 (3.9, 8.1)
Current smokers of hand-rolled cigarettes	6.0 (4.6, 7.5)	10.8 (8.1, 13.5)	1.4 (0.4, 2.4)
Former smokers	7.1 (5.5, 8.7)	12.7 (9.8, 15.7)	1.6 (0.5, 2.7)
Quit ratio	22.3 (17.7, 26.8)	22.9 (17.9, 27.9)	18.2 (6.8, 29.6)
Daily smokers who started smoking daily before age 18	42.0 (31.7, 54.2)	46.3 (35.3, 60.3)	12.1 (2.7, 45.5)
	Number of cigarettes (95% CI)		
Average number of cigarettes smoked per day per smoker (manufactured and hand-rolled cigarettes)	15.8 (12.6, 19.1)	16.4 (4.6, 16.7)	11.9 (12.3, 18.1)

CESSATION

	Overall	Male	Female
	Percentage (95% CI)		
Current daily smokers who attempted to quit smoking in the past 12 months	19.4 (14.5, 24.3)	15.6 (10.7, 20.4)	41.7 (25.6, 57.8)
Current daily smokers who attempted to quit through counselling, including cessation clinics	2.1 (0.2, 9.5)	3.0 (0.0, 8.9)	0.0 (0.0, 0.0)
Current smokers who tried to quit for health-related issues	34.0 (20.5, 47.6)	31.3 (15.2, 47.3)	40.0 (15.2, 64.8)
Current smokers who tried to quit because of increased knowledge of the harmful effects of smoking	27.7 (14.9, 40.4)	21.9 (7.6, 36.2)	40.0 (15.2, 64.8)
Current smokers who tried to quit due to price increase or other economic reasons	27.7 (14.9, 40.4)	34.4 (17.9, 50.8)	13.3 (0.0, 30.5)

KNOWLEDGE, ATTITUDES, AND PERCEPTIONS

	Overall	Male	Female
	Percentage (95% CI)		
Current smokers who smoke less today (than in the past)	24.7 (19.6, 30.2)	23.9 (18.7, 30.1)	29.3 (17.4, 46.7)
Adults who are strongly in favor of price increase by 5%	27.7 (25.0, 30.5)	23.5 (19.9, 27.3)	31.8 (27.9, 36.0)
Adults who are strongly in favor of price increase by 20%	24.3 (21.7, 27.0)	19.9 (16.7, 23.7)	28.5 (24.7, 32.6)

SECONDHAND SMOKE

	Overall	Male	Female
	Percentage (95% CI)		
Adults who allow smoking at home	51.7 (48.6, 54.8)	55.8 (51.4, 60.1)	47.7 (43.4, 52.1)
Adults exposed to smoke at home	22.9 (20.3, 25.5)	22.6 (18.9, 26.3)	23.2 (19.5, 26.8)
Smokers exposed to SHS at home	41.1 (35.0, 47.3)	41.0 (34.4, 47.7)	41.7 (25.6, 57.8)
Non-smokers exposed to SHS at home	16.9 (14.2, 19.6)	9.2 (5.8, 12.6)	21.7 (18.0, 25.5)
Adults exposed to tobacco smoke in bars or night-clubs	39.0 (36.0, 42.0)	51.9 (47.5, 56.3)	26.3 (22.5, 30.2)
Adults exposed to tobacco smoke in restaurants	16.1 (13.8, 18.4)	19.6 (16.1, 23.1)	12.7 (9.8, 15.6)
Adults exposed to smoke in public transport	10.2 (8.3, 12.1)	9.9 (7.3, 12.5)	10.5 (7.8, 13.2)

ECONOMICS

	Overall	Male	Female
	Percentage (95% CI)		
Current smokers who spend 51 to 100 EUR/month for manufactured cigarettes	57.1 (50.6, 63.5)	55.6 (48.4, 62.3)	66.7 (50.3, 82.1)
Current smokers who spend up to 20 EUR/month for hand-rolled cigarettes	73.2 (63.1, 83.0)	72.4 (61.8, 83.1)	79.5 (45.6, 95.1)
Current smokers who spend up to 20% of their monthly household income on manufactured cigarettes	81.0 (75.5, 86.5)	78.4 (72.2, 84.7)	96.4 (89.6, 100)
Current smokers of hand-rolled tobacco who purchase homemade, unbranded tobacco from private producers	68.4 (55.9, 79.0)	66.2 (52.7, 77.7)	86.3 (49.9, 98.4)
	Euros (95% CI)		
Average monthly cigarette expenditures for manufactured cigarettes	34.8 (18.1, 51.6)	36.6 (19.8, 53.4)	27.9 (11.1, 44.6)
Average monthly cigarette expenditures for hand-rolled cigarettes	12.2 (2.6, 21.8)	12.2 (2.6, 21.8)	12.2 (2.6, 21.8)

TOBACCO PROMOTION

	Overall	Male	Female
	Percentage (95% CI)		
Adults who saw or heard about events sponsored by cigarette brands or tobacco companies	4.8 (3.5, 6.1)	6.1 (4.0, 8.2)	3.6 (1.9, 5.2)
Adults who noticed clothing or other items with a cigarette brand name or logo	5.8 (4.5, 7.4)	6.9 (5.3, 8.4)	4.8 (3.4, 6.1)

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Policy Brief was prepared by researchers of the Development Solutions Associates (DSA):

Associate Professor Dr. Edvin Zhllima; Associate Professor Dr. Drini Imami; Dr. Aida Gjika; and Irena Gjika, MSc