

Country report

# Japan

## Tobacco use prevalence Bayesian estimates 2000–2040

Reference year 2025

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The 95% credible intervals describe uncertainty under the model assumptions. They exclude possible survey bias, population uncertainty and unforeseen changes in future tobacco use.

[Methods and data · ibuki.io](#)

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# Main findings

Current use of any tobacco product among people aged 15 and older.

- The estimated number of tobacco users was 12.5 million men and 4.1 million women in 2025, compared with 20.3 million and 5.9 million in 2010.
- Estimated prevalence was 23.9 % among men and 7.3 % among women in 2025. The corresponding 2010 estimates were 37.8 % and 10.2 %.
- Among the ages evaluated in 2010, estimated tobacco-use prevalence was highest at age 35 for men and age 30 for women.
- The relative target is a reduction of at least 30% in crude tobacco-use prevalence from 2010 to 2025. The probability of meeting it in 2025 was 98.8 % for men and 40.2 % for women.
- The estimated prevalence difference in 2025 was 16.6 percentage points, calculated as men minus women (95% credible interval 13.8 to 19.2).

## Probability of prevalence below 5%

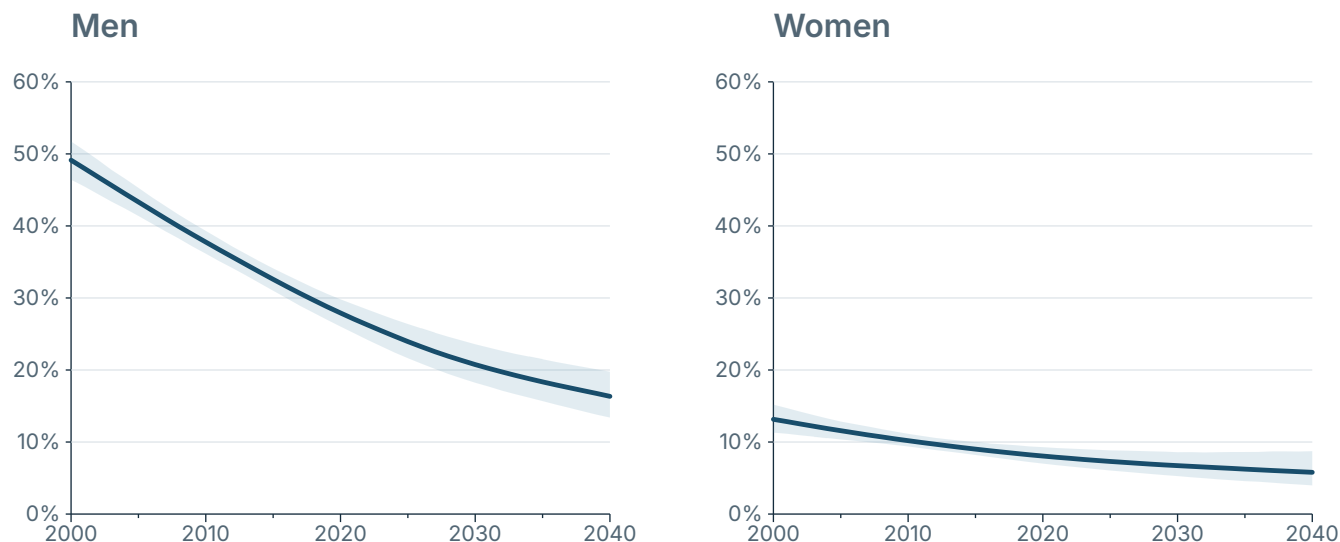
| Population | In 2025 | By 2025 |
|------------|---------|---------|
| Men        | 0.0%    | 0.0%    |
| Women      | 0.0%    | 0.0%    |
| Both sexes | 0.0%    | 0.0%    |

The threshold is strictly below 5%. By 2025 means at least one year from 2000 through 2025. Prevalence may subsequently rise above the threshold.

Prevalence and user counts are posterior medians. Probabilities depend on the model assumptions. Estimates for both sexes combined use male and female population weights.

# Current use of any tobacco product

Crude prevalence among people aged 15 and older, with forecasts for 2026-2040. Lines show posterior medians and shaded bands show 95% credible intervals. Survey points use the age ranges reported by each survey.



No survey estimates with a comparable adult age range are available to plot for this indicator.

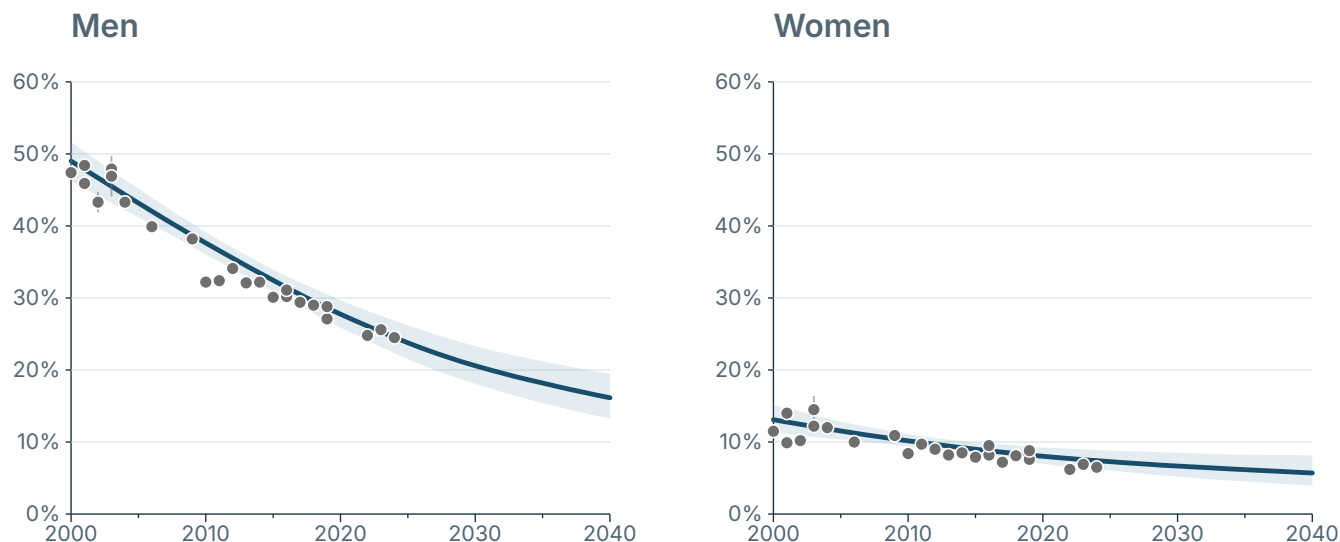
Posterior medians and 95% credible intervals.

| Year | Men                  |                                        | Women                |                                     |
|------|----------------------|----------------------------------------|----------------------|-------------------------------------|
|      | % (95% CrI)          | Users                                  | % (95% CrI)          | Users                               |
| 2025 | 23.9<br>[21.6, 26.4] | 12 514 800<br>[11 310 200, 13 791 300] | 7.3<br>[6.0, 8.8]    | 4 093 900<br>[3 388 100, 4 958 200] |
| 2020 | 27.9<br>[26.0, 29.8] | 14 866 100<br>[13 861 500, 15 876 000] | 8.1<br>[7.0, 9.3]    | 4 597 300<br>[3 997 000, 5 303 600] |
| 2015 | 32.6<br>[31.0, 34.1] | 17 495 000<br>[16 644 300, 18 309 700] | 9.0<br>[8.2, 10.0]   | 5 177 300<br>[4 710 100, 5 735 600] |
| 2010 | 37.8<br>[36.1, 39.3] | 20 304 100<br>[19 436 900, 21 142 200] | 10.2<br>[9.4, 11.1]  | 5 850 900<br>[5 387 400, 6 397 600] |
| 2005 | 43.3<br>[41.4, 45.3] | 23 180 400<br>[22 138 600, 24 231 600] | 11.6<br>[10.4, 12.8] | 6 580 100<br>[5 888 700, 7 304 400] |
| 2000 | 49.1<br>[46.4, 51.7] | 25 937 700<br>[24 504 700, 27 312 200] | 13.2<br>[11.3, 15.2] | 7 335 800<br>[6 305 300, 8 472 700] |

User counts are rounded to the nearest 100 people. Missing estimates are shown as "...".

# Current smoked tobacco use

Crude prevalence among people aged 15 and older, with forecasts for 2026-2040. Lines show posterior medians and shaded bands show 95% credible intervals. Survey points use the age ranges reported by each survey.



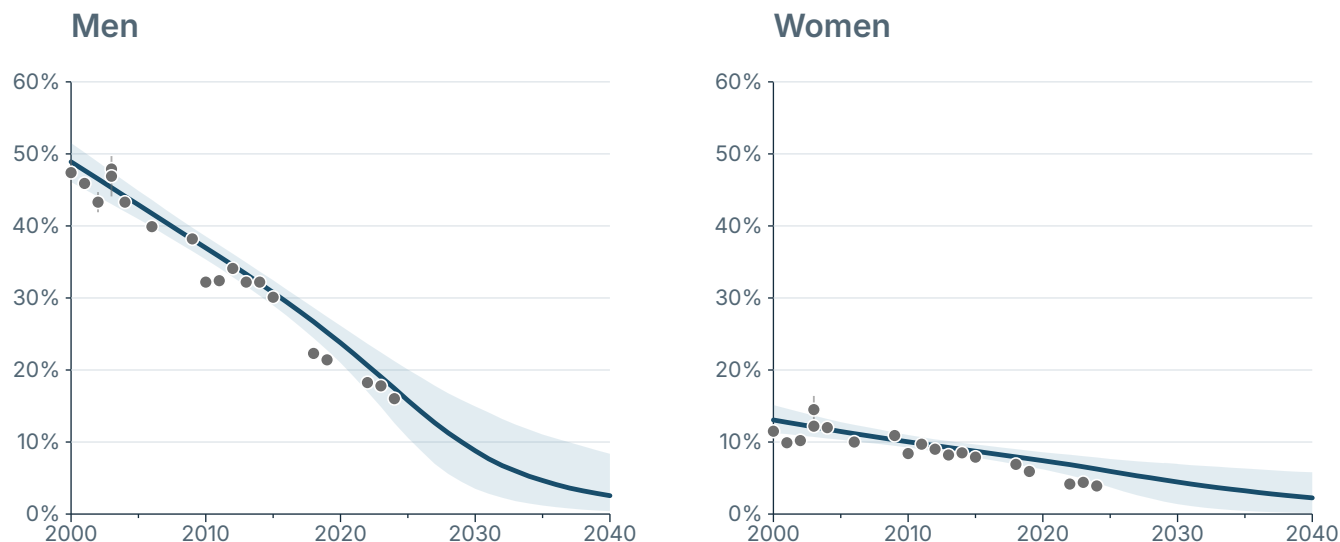
Posterior medians and 95% credible intervals.

| Year | Men                  |                                        | Women                |                                     |
|------|----------------------|----------------------------------------|----------------------|-------------------------------------|
|      | % (95% CrI)          | Users                                  | % (95% CrI)          | Users                               |
| 2025 | 23.8<br>[21.5, 26.2] | 12 428 300<br>[11 250 700, 13 705 800] | 7.3<br>[6.0, 8.8]    | 4 077 100<br>[3 375 800, 4 946 800] |
| 2020 | 27.7<br>[25.9, 29.7] | 14 776 300<br>[13 777 300, 15 811 000] | 8.0<br>[7.0, 9.2]    | 4 577 900<br>[3 985 000, 5 278 500] |
| 2015 | 32.5<br>[30.9, 34.0] | 17 424 600<br>[16 592 300, 18 233 900] | 9.0<br>[8.2, 9.9]    | 5 166 800<br>[4 701 500, 5 707 000] |
| 2010 | 37.6<br>[36.0, 39.1] | 20 235 700<br>[19 367 500, 21 044 300] | 10.2<br>[9.4, 11.1]  | 5 837 100<br>[5 381 700, 6 378 400] |
| 2005 | 43.2<br>[41.2, 45.2] | 23 100 500<br>[22 035 100, 24 171 900] | 11.5<br>[10.3, 12.8] | 6 557 200<br>[5 877 400, 7 285 300] |
| 2000 | 49.0<br>[46.2, 51.6] | 25 870 900<br>[24 409 200, 27 268 100] | 13.1<br>[11.3, 15.2] | 7 309 700<br>[6 283 200, 8 470 900] |

User counts are rounded to the nearest 100 people. Missing estimates are shown as "...".

# Current cigarette use

Crude prevalence among people aged 15 and older, with forecasts for 2026-2040. Lines show posterior medians and shaded bands show 95% credible intervals. Survey points use the age ranges reported by each survey.



Posterior medians and 95% credible intervals.

| Year | Men                  |                                        | Women                |                                     |
|------|----------------------|----------------------------------------|----------------------|-------------------------------------|
|      | % (95% CrI)          | Users                                  | % (95% CrI)          | Users                               |
| 2025 | 15.8<br>[10.6, 20.1] | 8 243 000<br>[5 537 000, 10 486 000]   | 5.9<br>[3.7, 7.6]    | 3 320 800<br>[2 081 200, 4 286 600] |
| 2020 | 23.8<br>[21.0, 26.2] | 12 659 900<br>[11 179 900, 13 928 100] | 7.4<br>[6.2, 8.6]    | 4 229 100<br>[3 542 000, 4 900 400] |
| 2015 | 30.8<br>[29.0, 32.5] | 16 508 900<br>[15 552 300, 17 427 600] | 8.7<br>[7.8, 9.7]    | 5 015 400<br>[4 505 800, 5 552 800] |
| 2010 | 36.9<br>[35.3, 38.6] | 19 868 100<br>[19 003 000, 20 731 700] | 10.0<br>[9.2, 11.0]  | 5 758 700<br>[5 294 900, 6 306 600] |
| 2005 | 42.9<br>[40.9, 44.9] | 22 968 600<br>[21 902 900, 24 011 300] | 11.5<br>[10.3, 12.8] | 6 515 400<br>[5 864 600, 7 258 100] |
| 2000 | 48.9<br>[46.1, 51.5] | 25 814 500<br>[24 333 900, 27 195 200] | 13.1<br>[11.2, 15.1] | 7 284 800<br>[6 269 000, 8 441 200] |

User counts are rounded to the nearest 100 people. Missing estimates are shown as "...".

# Survey observations

Observed percentages in all-age survey rows included in the model. Age ranges are reported as recorded by each source.

| Survey                               | Year | Ages   | Tobacco use |         | Smoked tobacco |         | Cigarettes |         |
|--------------------------------------|------|--------|-------------|---------|----------------|---------|------------|---------|
|                                      |      |        | Men %       | Women % | Men %          | Women % | Men %      | Women % |
| National Health and Nutrition Survey | 2024 | 20-100 | NA          | NA      | 24.5           | 6.5     | 16.0       | 3.9     |
| National Health and Nutrition Survey | 2023 | 20-100 | NA          | NA      | 25.6           | 6.9     | 17.8       | 4.4     |
| National Health and Nutrition Survey | 2022 | 20-100 | NA          | NA      | 24.8           | 6.2     | 18.3       | 4.2     |
| National Health and Nutrition Survey | 2019 | 20-100 | NA          | NA      | 27.1           | 7.6     | 21.4       | 5.9     |
| National Livelihood Survey           | 2019 | 20-100 | NA          | NA      | 28.8           | 8.8     | NA         | NA      |
| National Health and Nutrition Survey | 2018 | 20-100 | NA          | NA      | 29.0           | 8.1     | 22.3       | 6.9     |
| National Health and Nutrition Survey | 2017 | 20-100 | NA          | NA      | 29.4           | 7.2     | NA         | NA      |
| National Health and Nutrition Survey | 2016 | 20-100 | NA          | NA      | 30.2           | 8.2     | NA         | NA      |
| National Livelihood Survey           | 2016 | 20-100 | NA          | NA      | 31.1           | 9.5     | NA         | NA      |
| National Health and Nutrition Survey | 2015 | 20-100 | NA          | NA      | 30.1           | 7.9     | 30.1       | 7.9     |
| National Health and Nutrition Survey | 2014 | 20-100 | NA          | NA      | 32.2           | 8.5     | 32.2       | 8.5     |
| National Health and Nutrition Survey | 2013 | 20-100 | NA          | NA      | 32.1           | 8.2     | 32.2       | 8.2     |
| National Health and Nutrition Survey | 2012 | 20-100 | NA          | NA      | 34.1           | 9.0     | 34.1       | 9.0     |
| National Health and Nutrition Survey | 2011 | 20-100 | NA          | NA      | 32.4           | 9.7     | 32.4       | 9.7     |
| National Health and Nutrition Survey | 2010 | 20-100 | NA          | NA      | 32.2           | 8.4     | 32.2       | 8.4     |
| National Health and Nutrition Survey | 2009 | 20-100 | NA          | NA      | 38.2           | 10.9    | 38.2       | 10.9    |

| Survey                                                                | Year | Ages   | Tobacco use |         | Smoked tobacco |         | Cigarettes |         |
|-----------------------------------------------------------------------|------|--------|-------------|---------|----------------|---------|------------|---------|
|                                                                       |      |        | Men %       | Women % | Men %          | Women % | Men %      | Women % |
| National Health and Nutrition Survey                                  | 2006 | 20-100 | NA          | NA      | 39.9           | 10.0    | 39.9       | 10.0    |
| National Health and Nutrition Survey                                  | 2004 | 20-100 | NA          | NA      | 43.3           | 12.0    | 43.3       | 12.0    |
| National Nutrition Survey                                             | 2003 | 20-100 | NA          | NA      | 47.9           | 12.2    | 47.9       | 12.2    |
| Survey on adult drinking patterns and prevention for related problems | 2003 | 20-100 | NA          | NA      | 46.9           | 14.5    | 46.9       | 14.5    |
| National Nutrition Survey                                             | 2002 | 20-100 | NA          | NA      | 43.3           | 10.2    | 43.3       | 10.2    |
| National Livelihood Survey                                            | 2001 | 20-100 | NA          | NA      | 48.4           | 14.0    | NA         | NA      |
| National Nutrition Survey                                             | 2001 | 20-100 | NA          | NA      | 45.9           | 9.9     | 45.9       | 9.9     |
| National Nutrition Survey                                             | 2000 | 20-100 | NA          | NA      | 47.4           | 11.5    | 47.4       | 11.5    |
| National Survey of Cardiovascular Diseases                            | 2000 | 30-100 | NA          | NA      | 45.7           | 10.5    | 45.7       | 10.5    |

Survey names are reproduced from the source workbook. Age-specific rows are not listed. NA indicates that no fitting observation was available for that sex and indicator.