

NCD Alliance statement on the WHO "3 by 35" initiative to increase real prices on tobacco, alcohol and SSBs

Language English



For Immediate Release

Wednesday July 2, 2025, Geneva

Statement by Alison Cox, Director of Policy and Advocacy, NCD Alliance

On

WHO "3 by 35" Initiative urging countries to raise real prices on tobacco, alcohol, and sugary drinks by at least 50% by 2035

NCD Alliance fully backs the WHO's "3 by 35" initiative because raising taxes on unhealthy products delivers a triple win - saving lives, reducing health costs, and generating much needed revenue. In these turbulent times for global health these taxes may become even more vital.

It is shocking to see how many countries are missing this opportunity: as the WHO reported last week, globally the average tax share for cigarettes has barely increased in the last decade, with 134 out of 180 countries where cigarettes are equally or more affordable than they were ten years ago.

Governments must stop losing out on one of the most cost-effective tools in the fight against NCDs. The UN High Level Meeting on NCDs and Mental Health is an opportunity to call out health harming industries and argue the public health and economic case for taxes on tobacco, alcohol and junk food.

[Read the WHO's news release](#) [1]

About the NCD Alliance:

The NCD Alliance (NCD Alliance) is a registered non-governmental organisation (NGO) based in Geneva, Switzerland,

dedicated to supporting a world free from preventable suffering, disability and death caused by noncommunicable diseases (NCDs). Founded in 2009, NCD Alliance brings together a unique network of over 500 members in more than 100 countries into a respected, united and credible global civil society movement. The movement is unified by the cross-cutting nature of common risk factors including unhealthy diets, alcohol, tobacco, air pollution and physical inactivity, and the system solutions for chronic NCDs such as cancer, cardiovascular disease, chronic lung disease, diabetes, mental health and neurological disorders.

Further information:

Michael Kessler

NCD Alliance Media Relations

Mob: +34 655 792 699

Email: michael.kessler@intoon-media.com [2]

Post Date: Wednesday, 2 July, 2025

Category - News: Announcements

Tag feed: [NCD prevention](#) [3]

Source URL: <https://old.ncdalliance.org/news-events/news/ncda-statement-on-the-who-3-by-35-initiative-to-increase-real-prices-on-tobacco-alcohol-and-ssbs>

Links

[1] <https://www.who.int/news/item/02-07-2025-who-launches-bold-push-to-raise-health-taxes-and-save-millions-of-lives>

[2] [http://mailto:michael.kessler@inton-media.com/](mailto:michael.kessler@inton-media.com/)

[3] <https://old.ncdalliance.org/taxonomy/term/1017>