

# Part Seven



## RAISE TAXES ON TOBACCO



**FCTC**

WHO FRAMEWORK CONVENTION  
ON TOBACCO CONTROL

### **Article 6: Price and tax measures to reduce the demand for tobacco**

Parties recognize that price and tax measures are an effective and important means of reducing tobacco consumption.

Each Party should ... adopt or maintain ... measures which may include: implementing tax policies and, where appropriate, price policies, on tobacco products so as to contribute to ... reducing tobacco consumption.

# 24 Price, Spending, and Availability

Increasing the price of tobacco through tax increases is the single most effective way to decrease tobacco use.<sup>4</sup> Higher prices encourage current users to quit and prevent young people from starting.<sup>50</sup>

After adjusting for differences in country-level purchasing power, the average price of a pack of 20 manufactured cigarettes was \$2.60 among the 6 GATS countries. Prices ranged from \$1.90 in Cameroon to \$3.00 in Nigeria and Senegal.

Among adults who currently smoked manufactured cigarettes, average monthly spending on manufactured cigarettes was \$30.50 in the 6 GATS countries, ranging from \$19.80 in Uganda to \$53.00 in Ethiopia.

The relative price of cigarettes is indicated by the average cost of 2,000 manufactured cigarettes (100 packs of 20 cigarettes) as a percentage of a country's gross domestic product (GDP) per capita. This measure ranged from 5% in Nigeria to 12% in Ethiopia, Senegal, and Uganda in the 6 GATS countries.

The relative spending on cigarettes is indicated by the average monthly spending on manufactured cigarettes as a percentage of a country's GDP per capita. This measure indicates how much of an average manufactured cigarette smoker's income is spent on cigarettes, and ranged from 6% in Nigeria to 30% in Ethiopia.

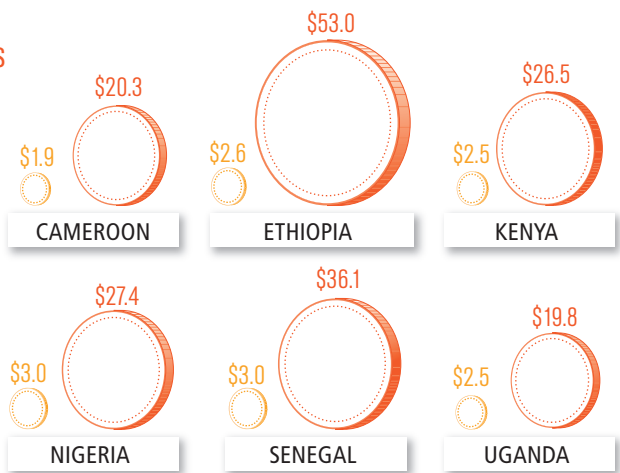
The values in this section are in international or purchasing power parity dollars, which reflect the cost of living within each country and allows for cross-country comparisons.

The average cost of 20 manufactured cigarettes was \$3 or less in the 6 GATS countries

## PRICE OF AND SPENDING ON CIGARETTES BY ADULTS

age 15 years or older who currently smoke 2012–17<sup>k</sup>

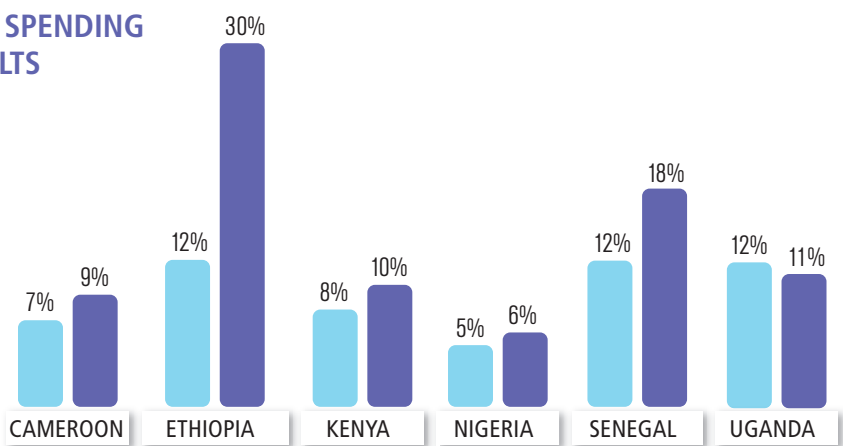
- average price of 20 manufactured cigarettes
- average monthly spending on manufactured cigarettes



## RELATIVE PRICE OF AND SPENDING ON CIGARETTES BY ADULTS

age 15 years or older who currently smoke 2012–17<sup>k</sup>

- average price of 2000 manufactured cigarettes as percentage of GDP per capita
- average monthly spending on manufactured cigarettes as percentage of monthly GDP per capita



The availability of cigarettes in packs containing fewer than 20 cigarettes interferes with efforts to raise prices to decrease tobacco use.<sup>47,49,51,52</sup> If cigarettes are available for sale as individual sticks, they are more affordable and more accessible, particularly to young people.<sup>52-56</sup>

Half or more of students who smoked cigarettes last bought cigarettes as individual sticks in 4 of the 8 GYTS countries presented here. Percentages ranged from 23% in Zimbabwe to 80% in Mauritius.



50% or more of students who smoked cigarettes last bought cigarettes as individual sticks in 4 GYTS countries

## PURCHASE OF SINGLE CIGARETTES BY STUDENTS

Percentage of students age 13–15 who smoke cigarettes and who last bought cigarettes as individual sticks in the past 30 days<sup>f,9</sup> 2013–16

