

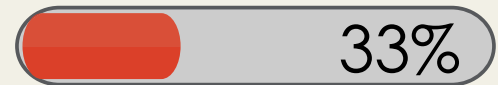


# Cigarette Price and Tax

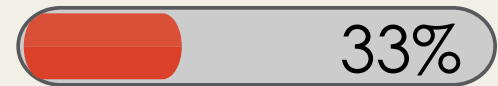
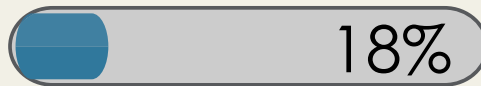
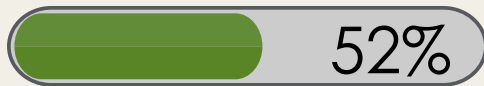


The highest- and lowest-priced packs collected in each country, from the Tobacco Pack Surveillance System.

## Excise Tax as % of Cheapest Pack Price



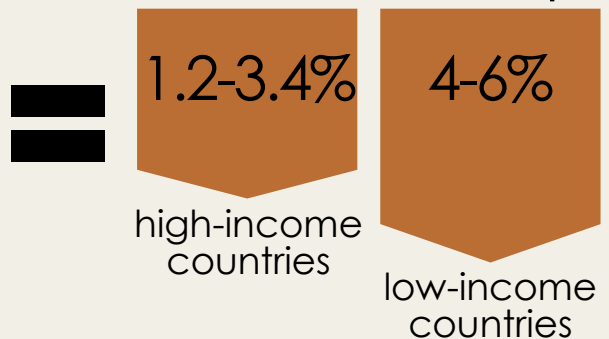
## Excise Tax as % of Most-sold Brand Price



## How Taxes Work



Reduces Consumption



Pack images and prices: [globaltobaccocontrol.org/tpackss](http://globaltobaccocontrol.org/tpackss), 2013-2014, exchange rates current as of survey date

Excise Tax as % of Cheapest Pack estimated from TPackSS prices and applicable 2013 tax rates

Excise Tax as % of Most-sold Brand from WHO Report on the Global Tobacco Epidemic, 2013

How Taxes Work from A Behavioral Economics Perspective on Tobacco Taxation, doi: 10.2105/

AJPH.2009.160838



JOHNS HOPKINS

BLOOMBERG SCHOOL  
of PUBLIC HEALTH

Institute for Global Tobacco Control