

# CEDEAO

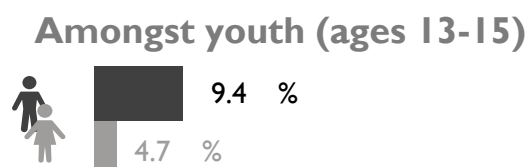
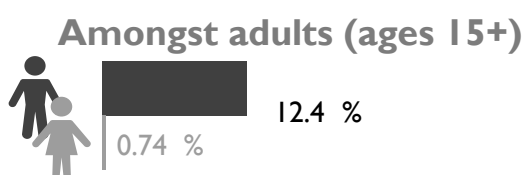
Low/Middle Income

Population : 397.2 millions

Source : World Bank Data, 2019



## Smoking prevalence & cost to society



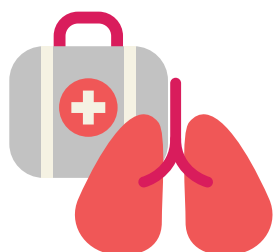
Sources: WHO report on Global Tobacco Epidemic, 2019; Global Youth Tobacco Survey, 2017



More than

**60,839** deaths/year  
From tobacco-related illnesses

Source : Tobacco Atlas, 2020



### Cost of smoking to CEDEAO

**\$450 billion (USD, Int. PPP)**

These include the direct cost of healthcare and loss of productivity due to mortality and morbidity resulting from tobacco use

Source : Tobacco Atlas, 2020

## Cigarettes prices

Means price of a pack of cigarettes of the most sold brand in 2018



Compared to the E.U.



Source: WHO

# Tobacco taxation

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Total excise tax as a % of retail price

**25,7%**

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**70,0%**

CEDEAO Benchmark

Ad valorem tax

**11,3%**

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**50,0%**

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Specific tax

**0,01\$**

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**0,02\$**

CEDEAO Benchmark

## Recommendations

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- Should consider introducing a minimum specific tax of US\$0.02 per stick and US\$20 per kg of other tobacco products to comply with the ECOWAS directive.
- Should consider including frequent (at least annual) increases in the specific tax rate to capture inflation and income increases.
- Should consider changing the current ad valorem tax base from the CIF value or ex-factory price to retail sales price.
- Should consider using some of the increases in tobacco tax revenues for tobacco control and other health related objectives.