

Country Data Needs

WHO Tobacco Tax Simulation (TaXSiM) Modelling

The WHO TaXSiM is a stand-alone Excel model that enables users to assess the impact of different tax policies and proposals on the tobacco market (retail prices, consumption, smoking prevalence and tax revenues). The model was originally informed by WHO's engagement with Member States and designed to function regardless the level of detail available about the market nationally. However, there is a still minimum data set - as outlined below - that will allow the model to function most accurately.

Tax rates: note all taxes currently applied to cigarettes and other tobacco products including the applicable rates and tax bases (e.g. ex-factor, CIF or importer price) including any tiers or variations depending on product characteristics. Similarly, take note of the same for the last three fiscal or calendar years.

Retail prices: collect the retail price of *at least* three popular cigarette brands in the national market. Ideally, these three brands should be at different price-points (e.g. cheap, mid-price, premium) in the market. Note the model will still function with just one brand retail price, but will be more accurate as the number of brands increases. Also, take note of whether the brands collected are domestically manufactured or imported.

Tax bases: if possible, collect the declared value of the tax base for those cigarette brands above. Note this applies to any ad valorem tax like VAT, excise, or import duty. Note it may only be possible to collate an overall average, but this is still better than no data.

Retail sales: collect any available data on the volume/quantity of cigarettes sold, consumed, produced or imported annually for the last three fiscal or calendar years. Note it may also be possible to estimate (or cross-validate) cigarette consumption volumes using national survey data sources like GATS or STEPS that report both smoking prevalence and average daily cigarette consumption.

Market shares: collect any data on the market share (volume/quantitatively) of cigarette brands above. Alternatively, attempt an rough assessment of market shares for cheap, mid-price, and premium price segments of the overall market.

Tax revenues: collect annual tax revenues from cigarettes by type (excise, import duty, VAT, special surcharges, etc) for the last three full fiscal/calendar years. These years should align or match as closely as possible with those for the tax rates and retail sales above.

Smoking rate: collect latest available data on the rate of adult smoking for both males and females combined ideally for current (as opposed to daily) smokers of manufactured cigarettes. National survey data sources like GATS or STEPS are preferred. Note the smoking rate should be crude as opposed to age-standardized.

Macroeconomic data: note any recent data published by the Government (or other reputable national institutions) on the current level of national GDP/capita, as well as the forecast rate of consumer price inflation and GDP/capita growth.