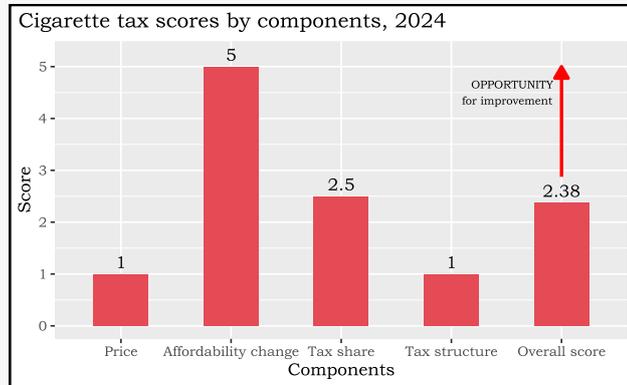


Economics for Health Cigarette Tax Scorecard

Pakistan Fact Sheet

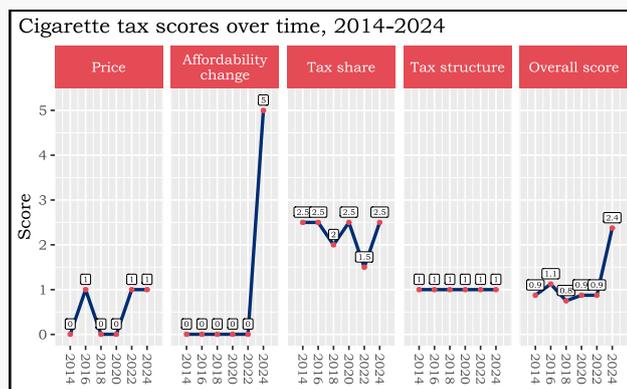
Cigarette tax policies in 2024

The Scorecard assessed four key tax components using a 5-point scale, namely cigarette price, change in cigarette affordability, tax share and tax structure, with the overall score reflecting an average of Pakistan’s component scores. The score reflects the current strengths and opportunities in Pakistan to further increase tax revenue and improve health.



Cigarette tax policies over time

Pakistan’s overall score remained almost the same until 2022 but rose in 2024 due to significant tax increases in 2022-23. There have been no increases since then and the positive effects of those improvements have eroded since that time. Those changes are not reflected in the score here. Although price nearly doubled after the tax increase, the initial prices were so low that the actual score didn’t change. The increase, however, affected the affordability score positively.



Comparing Pakistan to other countries

Pakistan scores better than the average scores of countries in its region and income group, and higher than the global average, yet there is ample room for improvement relative to top performing countries.

Pakistan needs to move from a complex tiered structure to a system that relies more on a uniform specific tax with regular and substantial tax increases. These changes will start to make cigarettes much less affordable, save thousands of lives and generate new tax revenues that can be used for economic development.

