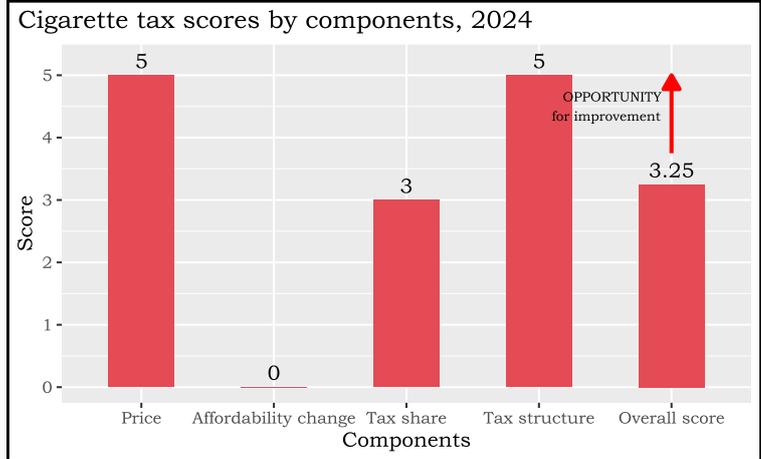


Economics for Health Cigarette Tax Scorecard

Ecuador Fact Sheet

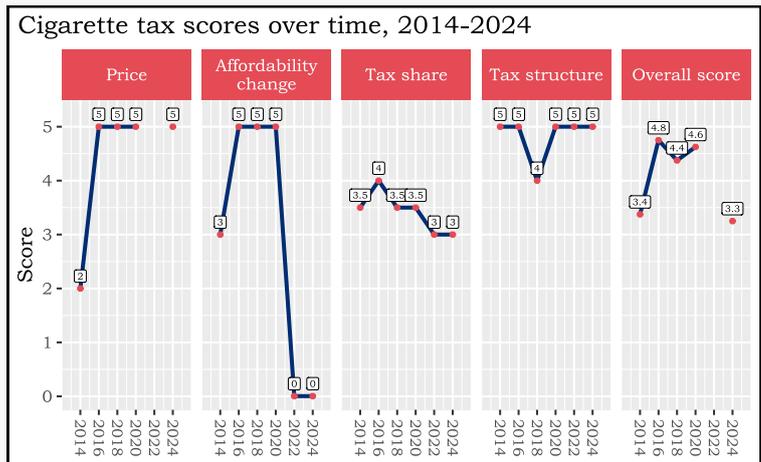
Cigarette tax policies in 2024

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 Ecuador's component scores. The score reflects the current strengths and opportunities in Ecuador to further increase tax revenue and improve health.



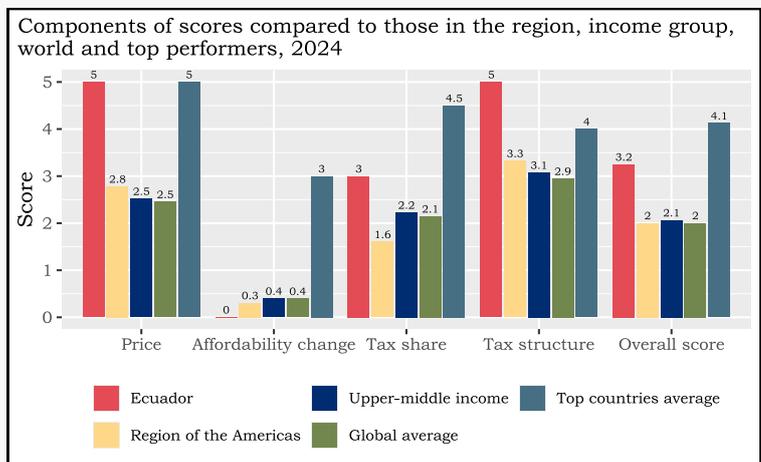
Cigarette tax policies over time¹

Ecuador's overall score decreased in 2024 because cigarette affordability has remained stagnant since 2022 and tax share has continued to decline over time. There is a need to increase taxes to make cigarette less affordable, boosting government tax revenue and improving the health of the population.



Comparing Ecuador to other countries

Ecuador scores better than the average scores of countries in its region and income group, and higher than the global average. However, it's affordability change component scores zero point in 2024. There is ample room for improvement in Ecuador relative to top performing countries.



¹The 2022 price and overall average scores were not reported because the price in Int\$ PPP data for the most sold brand of cigarettes was unavailable at the time of the Scorecard (4th edition) preparation.