



2022 Country Fact Sheets

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Introduction

The Country Fact Sheets describe the "state of smoking" across 36 countries (see "Index Countries") by identifying their policies and actions related to the reduction of harm caused by tobacco use. The Country Fact Sheets provide detailed information on regulations, industry prevalence and structure, and the impact on society across all nicotine and tobacco product types within the scope of the Tobacco Transformation Index (see "Product Definitions"). The Country Fact Sheets provide context for the Index by highlighting the regulatory, socioeconomic, and competitive frameworks within which the companies operate across the world.

The 36 countries included in the Country Fact Sheets represent countries with significant volume consumption of combustible tobacco products. Combined, they represented approximately 85% of global sales and consumption of tobacco products in 2021.¹ Additionally, these countries were selected to represent regional variations and a mix of income levels so effective comparisons can be made. The set of 36 countries includes the top 20 countries with the highest cigarette smoking rates and the top 20 countries with the highest total number of cigarette smokers.² Research on each product type focuses on nicotine and tobacco products relevant in each market.

Index Countries

Argentina	China	Indonesia	Nigeria	Singapore	Thailand
Australia	Egypt	Italy	Pakistan	South Africa	Turkey
Bangladesh	Ethiopia	Japan	Philippines	South Korea	United Kingdom
Brazil	France	Kenya	Poland	Spain	Ukraine
Bulgaria	Germany	Mexico	Russia	Sweden	US
Canada	India	Myanmar	Saudi Arabia	Switzerland	Vietnam

Data for the Country Fact Sheets was collected in April 2022, with the exception of Russia and Ukraine, for which data was collected in July 2021.

The Country Fact Sheets leverage both publicly available data and Euromonitor International's Passport Tobacco database for all 36 countries under review. Sources for all data collected are provided in the Appendix of this document (see "List of Sources"). The geographic scope, data sources, and indicator coverage, distinguish the Country Fact Sheets from other sources that are not as exhaustive or as granular in nature. The following section outlines the overlap between the Country Fact Sheets and other country-level tobacco frameworks.

¹ Euromonitor International. (2022). *Euromonitor International's Passport Tobacco database*. <https://www.euromonitor.com>

² Ibid.

Comparison of Country Fact Sheets with Other Frameworks

The design of the Country Fact Sheets builds on an extensive literature review and other initiatives tracking the tobacco control activities of various countries, including the World Health Organization (WHO) MPOWER Framework, the Global State of Tobacco Harm Reduction (GSTHR) report, and the Tobacco Control Laws database. The Country Fact Sheets include important additional elements, such as:

- Analysis of all relevant nicotine and tobacco product types.
- Tobacco industry relevance to national politics and the economy.
- Economic and health impacts of smoking on society.

Other comparison frameworks evaluate certain elements of how selected nicotine and tobacco products are regulated, and their role in the economy. The WHO monitors member countries' implementation of the Framework Convention on Tobacco Control (FCTC) via self-reported measures and independently researched reports. The reports use a framework called MPOWER to rate countries' regulation and consumption of cigarettes and, in some cases, other smoking tobacco products, like pipe tobacco and cigars. While MPOWER covers some research on reduced-risk nicotine and tobacco products, the framework stops short of evaluating country-level regulations across product types and the tobacco industry's relevance in each country. Similarly, the GSTHR report also includes research on reduced-risk products across a wide range of indicators but does not touch upon the tobacco industry's prevalence and looks at regulations at a higher level compared to the Country Fact Sheets.

Other initiatives, such as the Tobacco Control Laws database from the Campaign for Tobacco Free-Kids, the Global Adult Tobacco Survey (GATS) Atlas from the CDC Foundation, and the Tobacco Atlas from the American Cancer Society, focus on reviewing regulations, consumption, and harm at a country level for combustible tobacco products but exclude other tobacco product types. The Global Tobacco Interference Index (GTII), produced by Stopping Tobacco Organizations and Products (STOP), focuses on countries' relationships with tobacco companies in terms of lobbying, benefits, and interactions. STOP is an affiliate of Bloomberg Philanthropies, which also sponsors the Tobacco Control Laws database and the GATS Atlas. Another Bloomberg partner, The Union, created the Index of Tobacco Control Sustainability, which takes a different approach by checking for sustainable government structures that manage tobacco control policy implementation, including budgets and leadership.

The Country Fact Sheets combine all these elements into a comprehensive overview of tobacco regulations, industry prevalence and structure, and the impact on society across the full spectrum of nicotine and tobacco products available. Additional research is available in the Company-

Country Analysis, which is organized by region across a series of four reports; Europe, the Americas, the Middle East and Africa and Asia Pacific.³

³ Tobacco Transformation Index. (2022). *Country-Company Analysis*, from <https://tobaccotransformationindex.org/companycountryanalysis/>

Summary Table: Comparison of Country Fact Sheets with Other Frameworks

Category	Subcategory	FCTC	MPOWER Profiles	GSTHR	Tobacco Control Laws	GTII
Regulations	Taxation	X	X	X		
	Use in Public Places	X	X	X	X	
	Packaging and Labeling	X	X	X	X	
	Public Awareness and Cessation	X	X			
	Advertising, Promotion, and Sponsorship	X	X	X	X	
	Sale of Tobacco Products to Minors	X		X	X	
	Sale as Consumer Product			X	X	
	Product Restrictions			X	X	
Industry Prevalence and Structure	Market Size of Nicotine and Tobacco Products					
	Industry Relevance					X
	Leading Tobacco Companies					
Impact on Society	Health Impacts			X		
	Economic Impacts					

Note: The Country Fact Sheets include analysis of all relevant nicotine and tobacco product types. Other comparison frameworks evaluate certain elements of selected nicotine and tobacco products.

Country Indicators

The Country Fact Sheets capture the following information for each nicotine and tobacco product type across the following high-risk products: bidis, cigarettes, cigars, cigarillos, fine cut tobacco, gutka, pipe tobacco, and shisha; as well as reduced-risk products: cartridges, chewing tobacco, e-liquids, heated tobacco, moist snuff, nicotine replacement therapy (NRT) products, non-tobacco nicotine pouches, single use cig-a-likes, and snus. The relative risk assessment developed for the Index provides a framework for the assessment of relative risk across 17 categories of nicotine products. It is based on a systematic review of previous scientific studies of the health risk associated with nicotine products. Additional details on the relative risk assessment are available in the publication “Nicotine Products Relative Risk Assessment: A Systematic Review and Meta-analysis”.⁴

Summary Table

Category	Subcategory	
1 Regulations	1A	Taxation
	1B	Use in Public Places
	1C	Packaging and Labeling
	1D	Public Awareness and Cessation
	1E	Advertising, Promotion, and Sponsorship
	1F	Sale of Tobacco Products to Minors
	1G	Sale as Consumer Product
	1H	Product Restrictions
2 Industry Prevalence and Structure	2A	Market Size of Nicotine and Tobacco Products
	2B	Industry Relevance
	2C	Leading Tobacco Companies

⁴ Murkett, R., Rugh, M. & Ding, B. (2022). *Nicotine Products Relative Risk Assessment: A Systematic Review and Meta-Analysis*, from <https://f1000research.com/articles/9-1225>

3 Impact on Society	3A	Health Impacts
	3B	Economic Impacts

1 Regulations

This category assesses the extent to which a country promotes reduced consumption of combustible cigarettes and other high-risk tobacco products and allows access to reduced-risk products. Related indicators cover the countries and categories available through Euromonitor International’s Passport Tobacco database, tobacco control legislation and policies based on the WHO FCTC at a country/federal level, and other publicly available sources.

1A Taxation

Tax policies reflect a country’s approach to encourage tobacco users to quit and prevent others from beginning to smoke. This indicator includes taxes levied at country/federal level across different product types. Relative or differential taxation across the product categories is also indicative of government policy.

Indicator	
1	Tobacco-specific tax burden as percentage of final price (by nicotine and tobacco product type) ⁵

1B Use in Public Places

Measures at a country or federal level that restrict nicotine and tobacco product use in indoor workplaces, public transport, and other public places indicate countries’ efforts to reduce the ease of nicotine and tobacco product use and protect against the impact of exhalants.

Indicator	
2	Educational facilities (by nicotine and tobacco product type)
3	Public offices (by nicotine and tobacco product type)
4	Cafés, restaurants (by nicotine and tobacco product type)
5	Bars, nightclubs (by nicotine and tobacco product type)
6	Sporting venues (by nicotine and tobacco product type)
7	Recreational venues (by nicotine and tobacco product type)
8	Bus stands (by nicotine and tobacco product type)

⁵ The taxation rates represent the percent share of the final price of each tobacco product that consist of tobacco-specific excise taxes (excluding import duties), known as the average excise tax burden.

9	Train stations (by nicotine and tobacco product type)
10	Public transport (by nicotine and tobacco product type)
11	Private places (by nicotine and tobacco product type)
12	Private vehicles with passengers (by nicotine and tobacco product type)
13	Workplace (by nicotine and tobacco product type)

1C Packaging and Labeling

Package labeling presents the health risks associated with the use of tobacco products which increases consumer awareness. Messages demonstrating the harm of tobacco use can be effective in convincing users to quit.

Indicator	
14	Deterring pictures or photos (by nicotine and tobacco product type)
15	Text warning/message (by nicotine and tobacco product type)
16	Number of warnings required (by nicotine and tobacco product type)
17	Warnings required to rotate (by nicotine and tobacco product type)
18	Warnings written in local language (by nicotine and tobacco product type)
19	Warning size as percentage of front of pack (by nicotine and tobacco product type)
20	Warning size as percentage of back of pack (by nicotine and tobacco product type)
21	Warning size as percentage of lateral sides of pack (by nicotine and tobacco product type)
22	Display of qualitative constituents or emissions messages (by nicotine and tobacco product type)
23	Ban on misleading packaging/labeling including “light” tobacco (by nicotine and tobacco product type)
24	Plain or standardized packaging (by nicotine and tobacco product type)

1D Public Awareness and Cessation Programs

Legislative policies that promote and strengthen public awareness of tobacco control programs can encourage movement away from high-risk tobacco products. Additionally, the level of effort by governments in developing campaigns, programs, and/or financing to help citizens quit

smoking demonstrates the degree of commitment. These indicators are limited to information available in the public domain and are described in a narrative form.

Indicator	
25	Availability of a national cessation strategy
26	Availability of national tobacco cessation clinical guidelines
27	Availability of a national tool-free quit line

1E Advertising, Promotion and Sponsorship

Restriction of advertising and promotion of tobacco products is a key legislative tool for governments to reduce demand. The level of marketing that a country allows and the products it restricts from advertising channels affects demand for both high-risk tobacco products and reduced-risk alternatives.

Indicator	
28	Advertising in the press and other printed media (by nicotine and tobacco product type)
29	Advertising on the radio (by nicotine and tobacco product type)
30	Audiovisual commercials (cinema, TV, YouTube) (by nicotine and tobacco product type)
31	Retail product display (by nicotine and tobacco product type)
32	Promotional discounts (by nicotine and tobacco product type)
33	Non-tobacco products or services with tobacco brand names (by nicotine and tobacco product type)
34	Advertising on third-party websites (by nicotine and tobacco product type)
35	Advertising in stores (by nicotine and tobacco product type)
36	Sponsorship of events or activities (by nicotine and tobacco product type)
37	Advertising geared towards teens/kids (by nicotine and tobacco product type)

1F Sale of Tobacco Products to Minors

Governments set the age limits for tobacco consumption. A higher minimum age suggests stronger tobacco controls and more proactive government policy.

Indicator	
38	Minimum age restriction for the sale of tobacco products (by nicotine and tobacco product type)
39	Penalties for retailers or proxy buyers

1G Sale as Consumer Product

Regulations at a country or federal level that restrict sales of tobacco products such as nicotine vaping, moist snuff, and heated tobacco vary across countries. Tracking these restrictions facilitates the understanding of governments' regulation of tobacco products, particularly reduced-risk alternatives, as part of broader tobacco control strategy.

Indicator	
40	Sale as consumer product permitted (by nicotine and tobacco product type)

1H Product Restrictions

Regulations at a country or federal level that restrict the contents of tobacco products are considered by governments to control the level of risk associated with products. Differences between restrictions on high-risk and reduced-risk products are indicative of the relative level of harm governments associate with the nicotine and tobacco product categories.

Indicator	
41	Restrictions on flavors (by nicotine and tobacco product type)
42	Restrictions on nicotine strength/content (by nicotine and tobacco product type)

2 Industry Prevalence and Structure

This category demonstrates and assesses the relative importance of the tobacco industry in the country's economy and thereby the government's potential incentives in dealing with the industry. Indicators cover the countries and categories available through Euromonitor International's Passport Tobacco database, the Food and Agricultural Organization's (FAO) FAOSTAT database, national statistics, or other publicly available sources.

2A Market Size of Nicotine and Tobacco Products

The market size of each nicotine and tobacco product is a measure of absolute demand by product type. Retail volumes of tobacco products measure consumption of processed consumer tobacco products.

Indicator	
43	Retail volume and/or value sales (by nicotine and tobacco product type)
44	Illicit cigarette trade volume as a percentage of total

2B Industry Relevance

The relative contribution the tobacco industry makes to a country's economy can influence the extent to which governments are willing to take steps to reduce consumption.

Indicator	
45	Tobacco production turnover
46	Annual raw tobacco leaf production volume

2C Leading Tobacco Companies

Concentrated markets can lead to strong market power for top companies that can potentially influence the government and/or communities to deprioritize reducing consumption of high-risk tobacco products. State ownership of tobacco may be a disincentive to change.

Indicator	
47	Top three leading tobacco companies in terms of retail volume sales of cigarettes
48	Cigarettes volume share of top three tobacco companies
49	Percentage of state ownership in tobacco companies

3 Impact on Society

This category evaluates the impact of nicotine and tobacco product use on the health and economy of societies to understand the outcomes of government policies, consumer behavior and industry activity related to nicotine and tobacco product use. Indicators cover the countries and categories for which data is available from Euromonitor International's Passport Tobacco database, the Institute for Health Metrics and Evaluation's (IHME) Global Burden of Disease (GBD), the Global Economic Cost of Smoking-

Attributable Diseases paper (Goodchild et al, 2018), national statistics, or other publicly available sources.

3A Health Impacts

Health impacts attempt to quantify the cost of tobacco consumption to society. Mortality and the incidence of smoking-related diseases are critical measures that demonstrate the health impacts of smoking tobacco products. Secondary sources are referenced to provide data in countries where available.

Indicator	
50	Death rate attributed to smoking per 100,000 of population
51	Disease adjusted life years (DALYs) attributed to smoking per 100,000 of population ⁶

3B Economic Impact

The health effects of tobacco use can be measured in terms of impact on the economy, in addition to lives lost and disease incidence. Secondary sources are referenced to collect these data in countries where available.

Indicator	
51	Total economic cost attributable to smoking as a percentage of GDP ⁷

⁶ DALYs is an acronym for Disease Adjusted Life Years. DALYs are the sum of years lost due to premature death (YLLs) and years lived with disability (YLDs). DALYs are also defined as years of healthy life lost.

⁷ Total economic cost attributable to smoking refers to “direct costs”, such as hospital fees, and “indirect costs”, representing the productivity loss from morbidity and mortality.

Appendix

Acronyms

- DALYs** – Disease adjusted life years
- FCTC** – Framework Convention on Tobacco Control
- GATS** – Global Adult Tobacco Survey
- GBD** – Global Burden of Disease
- GNI** – Gross national income
- GSTHR** – Global State of Tobacco Harm Reduction
- GTII** – Global Tobacco Interference Index
- HMIC** – High-medium income country
- IHME** – Institute for Health Metrics and Evaluation
- LMIC** – Low-medium income country
- NRT** – Nicotine replacement therapy
- RYO** – Roll-your-own
- STOP** – Stopping Tobacco Organizations and Products
- WHO** – World Health Organization
- YLDs** – Years lived with disability
- YLLs** – Years lost due to premature death

Comparison to 2021 Country Indicators

While the structure of the 2022 Country Fact Sheets has not changed, two adjustments were made compared to the previous version published in 2021:

- **Product Scope:** The category “smoking tobacco” has been split into three individual categories: “fine cut tobacco”, “pipe tobacco”, and “shisha”. See “Product Definitions”.
- **Product Scope:** The category “moist snuff” has been split into two individual categories: “moist snuff” and “snus”. See “Product Definitions”.

Product Definitions

The relative risk assessment developed for the Index provides a framework for the assessment of relative risk across 17 categories of nicotine products.⁸

Product	Type	Definitions
High-Risk Products		
Bidis	Combustible Tobacco	Bidis/beedis refers to non-machine tobacco manufactured products typically originating from India.
Cigarettes	Combustible Tobacco	The definition of cigarettes for the purposes of the Index is duty-paid, machine-manufactured white-stick products. This product category also includes hand-rolled kretek cigarettes present in Indonesia, and other brands of cigarettes that do not use white paper. However, it excludes non-machine-manufactured products, such as bidis/beedis (India) and papirosy (Russia), and other smoking products made with tobacco but that either do not resemble cigarettes as recognized in the US or Europe, or those that are not machine-manufactured.
Cigarillos	Combustible Tobacco	Cigarillos are defined as miniature cigars, with a ring gauge of <29. Ring gauge is usually listed under a brand as Length/Ring and is a number indicating the circumference of the cigar's cross section and is enumerated in sixty-fourths of an inch (64/64 = 1 inch). Length does not matter as much in determining cigarillo versus cigars, as some cigarillos can be quite long. However, six inches (15cm) is the maximum length a cigarillo tends to be.
Cigars	Combustible Tobacco	Cigars are made of tobacco wrapped in leaf as opposed to paper. The product varies considerably in terms of price, quality, and size. Different terms are used to describe the various types of cigar, depending on the country. Cigars generally consist of three sections: the filler, the binder and the wrapper. Cigars are defined as having ring gauges of 30 or more.
Fine Cut Tobacco	Combustible Tobacco	Fine cut tobacco is usually sold in plastic or foil pouches, metal tins or plastic tubs. It can also be flavored.
Gutka	Smokeless Tobacco	Gutka (or gutkha) is a type of smokeless tobacco that is made in India and is widely used throughout Asia. It is a mixture of tobacco,

⁸ Murkett, R., Rugh, M. & Ding, B. (2022). *Nicotine Products Relative Risk Assessment: A Systematic Review and Meta-Analysis*, from <https://f1000research.com/articles/9-1225>

Product	Type	Definitions
		crushed areca nut (also called betel nut), spices, and other ingredients. It is used like chewing tobacco and is placed in the mouth, usually between the cheek and gum.
Pipe Tobacco	Combustible Tobacco	Western-style pipe tobacco includes cut tobacco sold in packaged format for smoking in pipes and available in pouches, tins and cans.
Shisha	Combustible Tobacco	Middle Eastern-style water pipe tobacco which is also known as “hookah” or “nakhla”. Shisha tobacco is also referred to as “molasses tobacco”, and is moist and sweetly flavored – often with fruit.
Reduced-Risk Products		
Cartridges	Vapor Products	This product category consists entirely of pre-filled pods or capsules for use with a non-cig-a-like closed system device. Currently, these are universally proprietary in nature (i.e. the pods are usable exclusively with a single specific hardware device).
Chewing Tobacco	Smokeless Tobacco	Chewing tobacco consists primarily of US-style chewing tobacco. Leading brands of US-style chewing tobacco include America’s Best Chew (previously Red Man), Stoker’s and Levi Garrett.
E-Liquids	Vapor Products	E-liquids include nicotine and non-nicotine bottled e-liquids which are decanted by the consumer into a tank for heating and inhalation. E-liquids can have different nicotine levels and flavors.
Heated Tobacco	Vapor Products	Heat-not-burn devices include products, generally manufactured by major tobacco companies, which allow the consumer to heat rather than combust a tobacco product. Heated tobacco is the consumable element of heat-not-burn devices, which comes in the form of pods or in specially designated cigarette sticks.
Moist Snuff	Smokeless Tobacco	Moist Snuff is either loose or pre-portioned in miniature sized 'teabag' pouches that are placed on the gum and sucked on. Moist Snuff is sometimes referred to as "dip". Moist snuff is distinguished from Snus by its processing: Moist snuff is fermented; compared to snus which is pasteurized (heat-treated). Leading brands of moist snuff in the US include Copenhagen, Grizzly and Skoal.
Non-tobacco Nicotine Pouches	Smokeless Tobacco	Non-tobacco nicotine pouches are manufactured in a similar way to Swedish-style snus using ingredients such as filler, flavors, stabilizers and nicotine, but do not contain tobacco.

Product	Type	Definitions
NRT Products	NRT Products	Nicotine-based products, such as gum, lozenges, patches and inhalators, used to aid smoking cessation. Also includes nicotine-based products sold as capsules, micro-tabs or sprays.
Single Use Cig-a-Like	Vapor Products	Cig-a-likes are e-cigarette products which are intended to mimic traditional rolled manufactured cigarettes and which contain a battery and enclosed flavor cartridge. No part can be detached or replaced. It also includes cig-a-like cartridges.
Snus	Smokeless Tobacco	Snus is either loose or pre-portioned in miniature sized 'teabag' pouches that are placed on the gum and sucked on. Snus is distinguished from Moist snuff by its processing: Snus is pasteurized (heat-treated); compared to moist snuff which is fermented. Leading brands of snus in Sweden include General, Knox and Göteborgs Rapé.

Sources: Euromonitor International Passport's Tobacco and Consumer Health databases, and the National Cancer Institute's Dictionary of Cancer Terms.

Index Countries

Country	Type	Cigarette Volume Sales 2021 (mn sticks)	Retail Cigarette Volume Sales 2021 (mn sticks)	Illicit Cigarette Volume Sales 2021 (mn sticks)	Reported No. of Smokers 2021 ('000)
Argentina	HMIC	38,650.1	32,191.7	6,458.3	7,167.7
Australia	HMIC	11,261.5	9,620.0	1,641.5	2,016.6
Bangladesh	LMIC	76,300.4	73,674.6	2,625.8	n/a
Brazil	HMIC	107,068.2	54,808.2	52,260.0	17,956.6
Bulgaria	HMIC	11,814.7	11,207.8	606.9	2,149.9
Canada	HMIC	29,202.1	22,871.7	6,330.4	4,431.0
China	HMIC	2,494,625.0	2,418,670.0	75,955.0	286,727.1
Egypt	LMIC	114,514.8	108,274.5	6,240.3	18,515.0
Ethiopia	LMIC	13,542.7	7,736.4	5,806.3	n/a
France	HMIC	42,489.7	33,439.6	9,050.1	12,913.7
Germany	HMIC	78,498.8	71,807.6	6,691.3	14,865.3
India	LMIC	104,578.5	79,126.0	25,452.5	33,260.7
Indonesia	LMIC	312,023.1	285,189.1	26,834.0	70,347.1
Italy	HMIC	64,501.4	60,251.6	4,249.8	9,886.1
Japan	HMIC	94,337.0	94,300.0	37.0	12,039.3
Kenya	LMIC	7,273.2	6,353.0	920.3	3,317.7
Mexico	HMIC	31,297.7	25,127.2	6,170.5	16,375.9
Myanmar	LMIC	7,416.4	6,162.1	1,254.2	n/a
Nigeria	LMIC	19,505.3	17,531.4	1,973.9	10,723.7
Pakistan	LMIC	86,002.5	60,353.3	25,649.2	27,988.7
Philippines	LMIC	59,625.9	50,809.0	8,816.9	16,555.0
Poland	HMIC	48,970.0	45,565.2	3,404.8	9,776.1
Russia	HMIC	218,412.0	193,962.0	24,450.0	33,513.4
Saudi Arabia	HMIC	26,273.9	24,085.3	2,188.6	7,070.3
Singapore	HMIC	3,023.3	2,942.2	81.1	568.4

South Africa	HMIC	22,218.3	16,621.0	5,597.4	6,957.2
South Korea	HMIC	65,536.3	64,885.4	650.9	8,585.6
Spain	HMIC	48,327.3	44,722.7	3,604.6	9,601.7
Sweden	HMIC	5,339.9	4,959.9	380.0	798.5
Switzerland	HMIC	9,588.8	9,132.9	456.0	1,712.5
Thailand	HMIC	41,122.4	38,097.5	3,025.0	12,186.6
Turkey	HMIC	127,793.9	125,110.2	2,683.7	16,654.2
United Kingdom	HMIC	32,745.2	28,560.1	4,185.1	7,063.0
Ukraine	LMIC	46,353.0	38,189.1	8,163.9	8,520.7
USA	HMIC	222,754.8	213,135.7	9,619.1	31,702.8
Vietnam	LMIC	98,194.6	81,833.4	16,361.2	15,702.6

Notes: (1) “Reported Number of Smokers” refers to the number of adult cigarette smokers aged 18 years and over – i.e., people who currently smoke cigarettes on a daily or non-daily basis.

(2) LMICs and HMICs are identified based on classifications from the World Bank. Different income groups are identified using gross national income (GNI) per capita, in US dollars, converted from local currency using the World Bank Atlas method. Estimates of GNI are obtained from economists in World Bank country units, and the size of the population is estimated by World Bank demographers from a variety of sources, including the UN’s biennial World Population Prospects. In particular, the World Bank currently divides economies into four income groupings: low, lower-middle, upper-middle, and high. For the scope of the Index, two main income groups have been identified: LMIC (Low-Middle Income Country): GNI per capita of USD4,095 or less (i.e., comprising the World Bank’s “Low income” and “Lower-middle income” categories); and HMIC (High-Middle Income Country): GNI per capita of USD4,096 or more (i.e., comprising the World Bank’s “Upper-middle income” and “High income” categories)

Sources: Data estimates from Euromonitor International Passport’s Tobacco database, May 2022.

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