

Why the increase of tobacco taxes and the revision of the EU Tobacco Tax Directive (TTD) are urgent

European Union-25¹

Scenario 1:

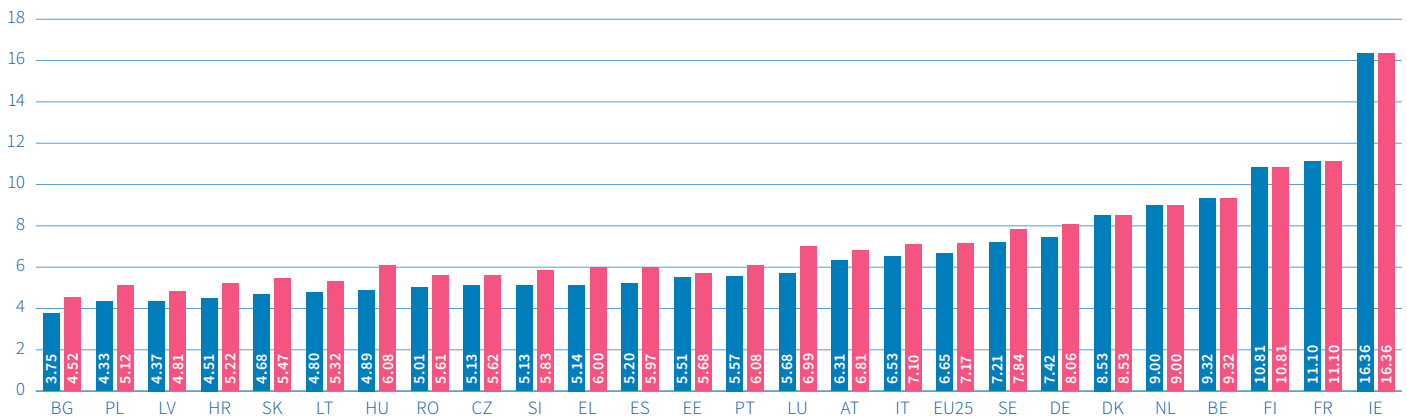
No revision of the current TTD and no increase of tobacco taxes

Scenario 2:

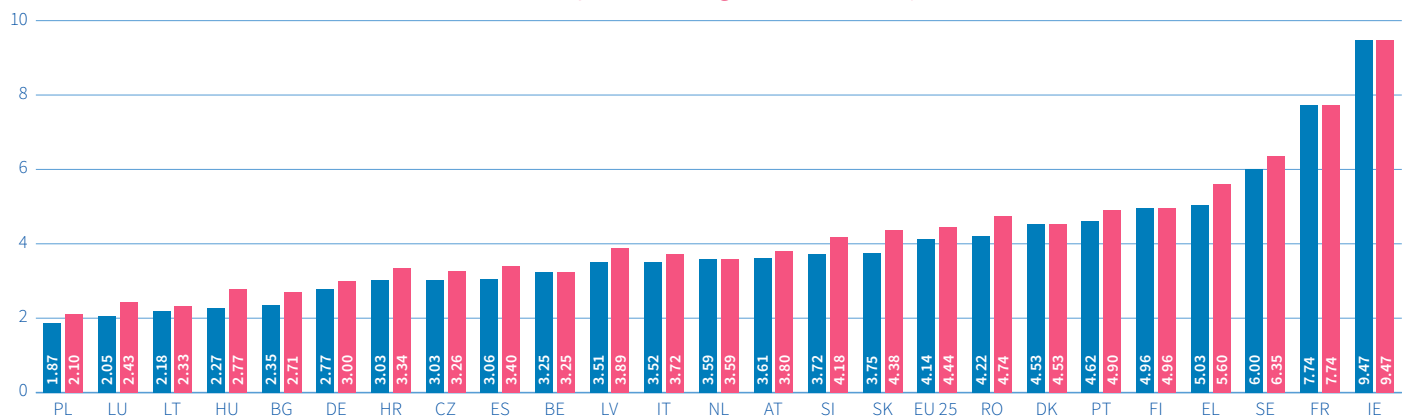
The TTD is revised in 2024 and the reforms start operating in 2025

Expected increase of price under two scenarios

Price of a pack of 20 cigarettes in 2026, in EUR



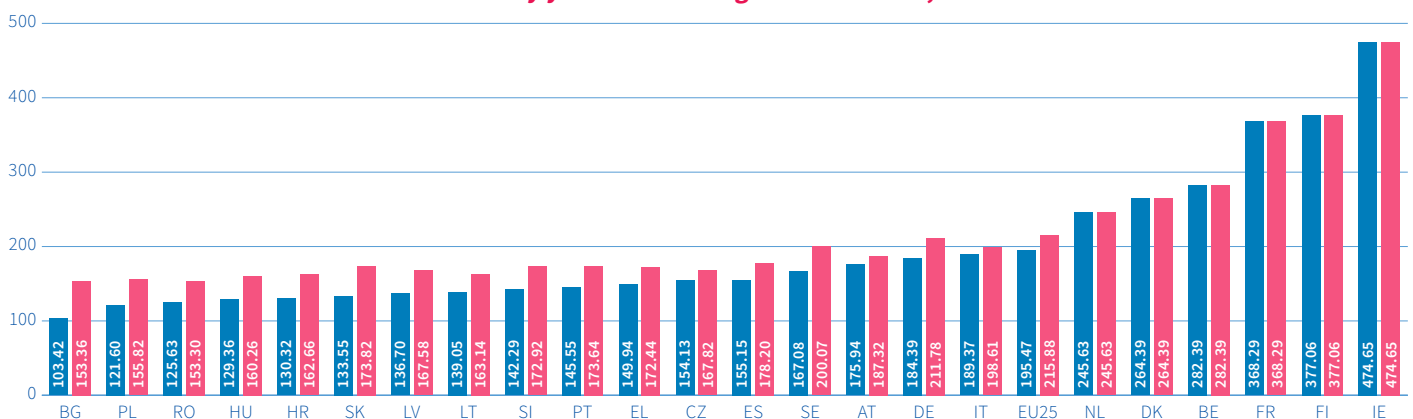
Price of 20 roll-your-own cigarettes in 2026, in EUR*



*Data for Estonia, Cyprus, and Malta are unavailable.

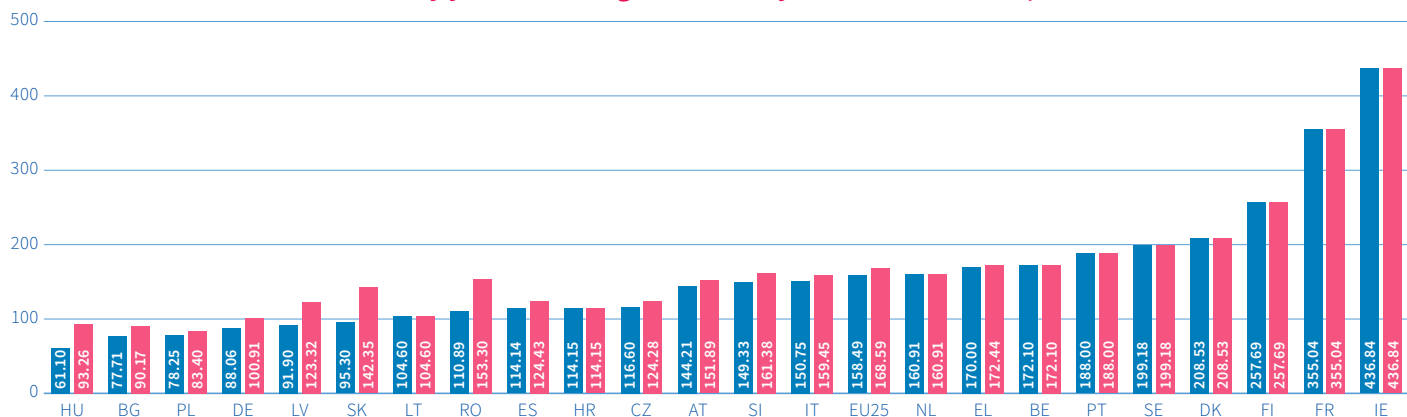
Expected excise duty yield** under two scenarios

Excise duty yield for 1000 cigarettes in 2026, in EUR



1 Data for Cyprus and Malta is not publicly available.

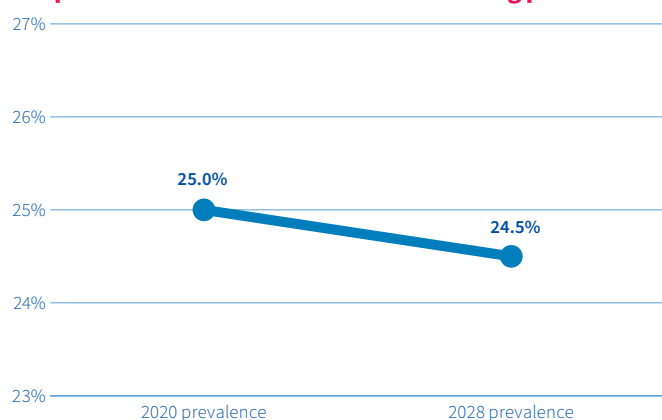
Excise duty yield for 1000 grams of roll-your-tobacco in 2026, in EUR



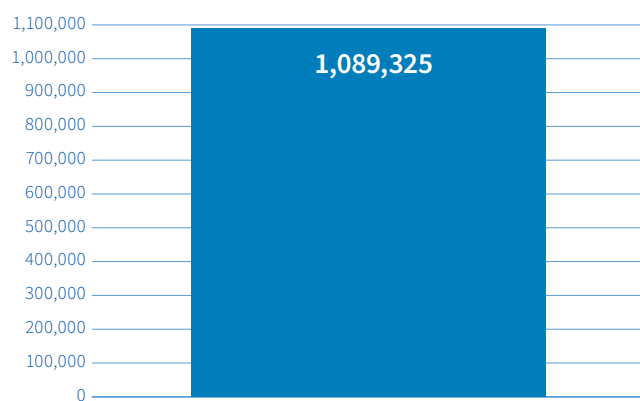
**Excise duty yield measures the amount of excise duty revenue collected from 1000 cigarettes/1000 grams of roll-your-tobacco sold at the product's average price. Data for Estonia, Luxembourg, Cyprus, and Malta are unavailable.

Expected reduction of smoking prevalence and premature deaths in EU23***

Impact of new TTD on reduction of smoking prevalence



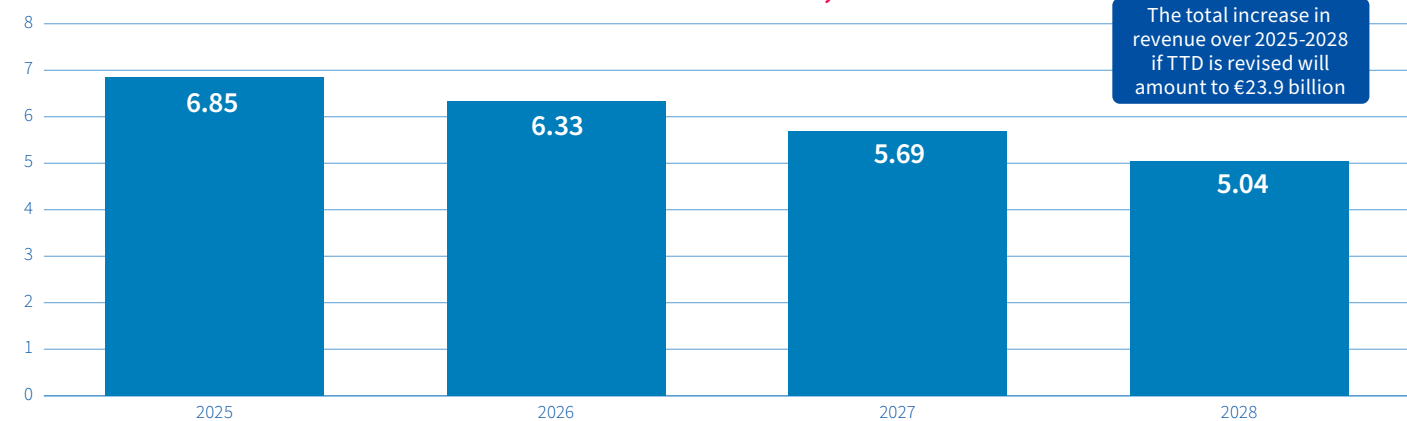
Number of premature deaths averted, new TTD



*** Data for Estonia, Luxembourg, Cyprus, and Malta are unavailable.

Increase of revenues in EU25

Additional revenue if TTD is reformed, in billion EUR****



The total increase in revenue over 2025-2028 if TTD is revised will amount to €23.9 billion

**** The impact of the new TTD on revenue will fade over time if taxes are not adjusted for inflation and income growth. Data for Estonia, Luxembourg, Cyprus, and Malta are unavailable.



Co-funded by the European Union

The estimates are based on this [Policy Brief](#)

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