



The Tobacco Pack Surveillance System

The Tobacco Pack Surveillance System's (TPackSS) goal is to monitor whether required health warnings on tobacco packages are being implemented as intended, and to identify pack design features and marketing appeals that might violate or detract from country tobacco packaging requirements. An additional feature of the surveillance system is a record of the purchase, which includes price. This information allows us to monitor pricing changes in countries we revisit.

Tobacco is a development issue: tobacco use shortens productive lives and inflicts costs that individuals and societies can ill-afford. The packs we collect tell the story of a staggeringly cheap, under taxed, omnipresent product, designed and priced to appeal to every taste and budget. Each pack sold and consumed impedes a sustainable future.

Vietnam

A pack of cigarettes is cheaper than a portion of rice.



Cigarettes in low- and middle-income countries are cheap: Packs collected in 2015 sold for as little as 0.22 USD (5,000 VND) in Vietnam.

Tobacco will continue to be a burden on the sustainable development of countries when it is more affordable than getting a meal.

Indonesia

32% of boys and girls ages 13-15 have ever smoked tobacco.

Cigarettes in low- and middle-income countries are well within reach of young smokers: Packs collected in 2015 from Indonesia sold for as little as 0.27 USD (3,750 IDR).

Tobacco will continue to be a burden on the sustainable development of countries when it is so affordable to young smokers.



Thailand

Money spent on cigarettes is money not spent on human development.



A cheap cigarette is a costly habit: In Thailand, smoking a pack a day of the cheapest priced (33 THB) pack of cigarettes collected in 2015 would cost 12,045 THB a year. That is almost equal to the cost of sending 2 children to public primary school (12,890 THB.)

Tobacco will continue to be a burden on the sustainable development of countries when parents have to decide between smoking and their children's education.

*Based on OECD numbers from 2009.

Russia

Low excise taxes keep cigarettes cheap.

Cigarettes in low- and middle-income countries retail at every price point: Packs collected in 2015 from Russia ranged from 0.43 USD (29 RUB) to 15.69 USD (1,050 RUB).

Tobacco will continue to be a burden on the sustainable development of countries when tobacco tax structures allow a wide price distribution.



Brazil

Surveillance and monitoring in action.



Pack collection tracks price changes quickly: In Brazil, the prices of 38 comparable brand variants purchased in the same city increased on average by 2.00 BRL between 2013 and 2016. Tax increases and minimum price requirements help to make cigarettes less affordable.

With the help of surveillance systems, like TPackSS, tobacco will one day no longer be a burden on the sustainable development of countries.

To view our collection of packs, share-a-pack, or for more information please visit us at:
www.globaltobaccocontrol.org/tpackss