

**Tax increases on tobacco products:  
the most effective way to reduce tobacco use**

# **TAX INCREASES ON TOBACCO PRODUCTS SAVE LIVES**

There are nearly 10 million adult smokers in Egypt; double the number from 17 years ago.

High rates of tobacco use in Egypt lead to a significant number of early deaths, high health care costs and lost productivity.

Nearly 170 000 deaths in Egypt were attributed to tobacco use in 2004; over 90% of these deaths were among men.

Nearly 3.4 billion Egyptian pounds is spent on treating tobacco-related diseases every year.

Increasing taxes on tobacco products will discourage young people from taking up smoking, encourage current smokers to quit and increase government revenues.

The price of cigarettes in Egypt is among the cheapest in the Eastern Mediterranean Region.

***Increasing the price of tobacco products in Egypt can:  
reduce consumption and smoking initiation  
save lives  
increase government revenues.***

Revenues from tobacco taxes can be partially used for poverty alleviation programmes, tobacco cessation and prevention programmes, and health promotion targeting the economically disadvantaged.