



TOBACCO TAXATION TRENDS

EU Perspective

Gintare Milkamanaviciene,

European Commission, DG TAXUD



Presentation outline

- ✓ **EU Tobacco taxation**
- ✓ **Excise duty rates in
Member States**
- ✓ **New products**

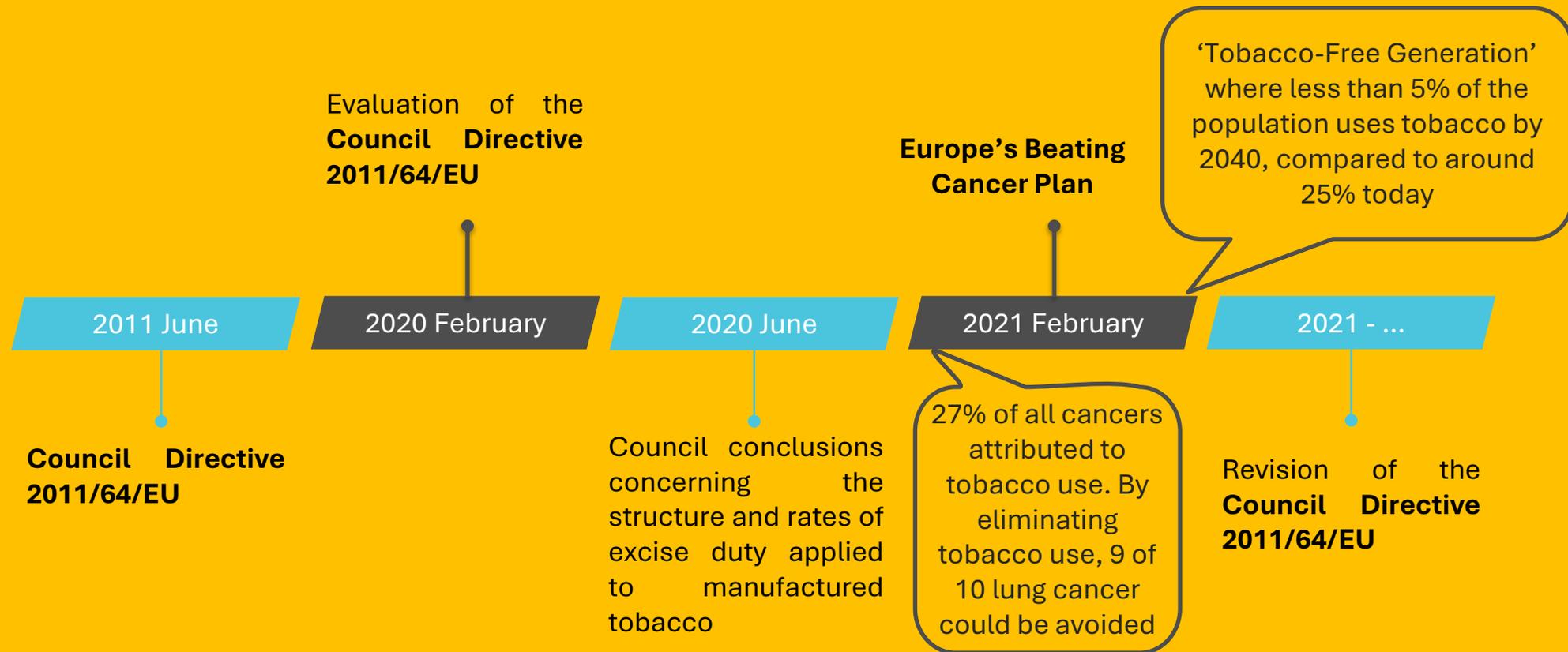
Council Directive 2011/64/EU

Excise products and minimum excise duty rates

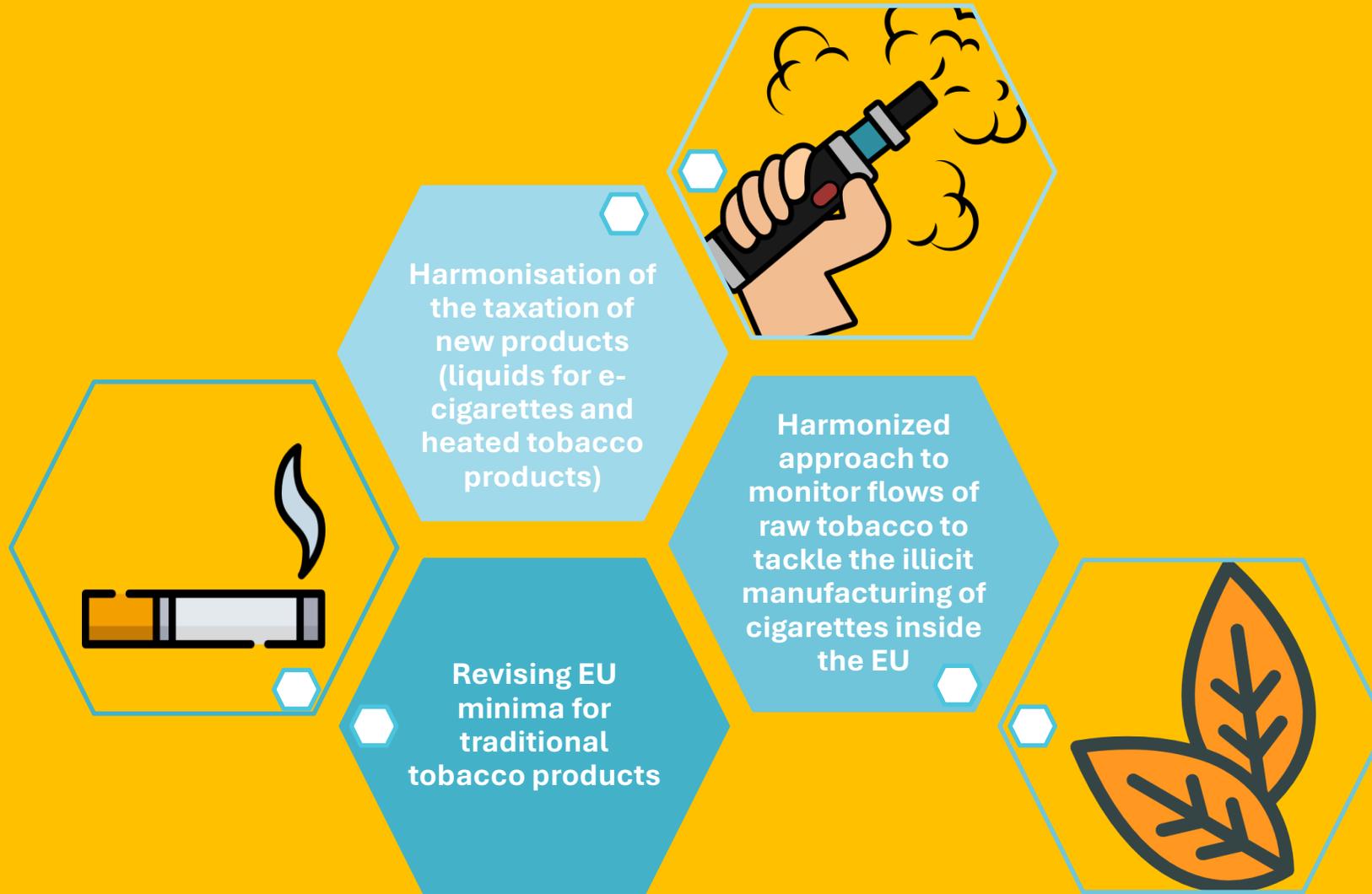
Excise product	Rate	Relative minimum condition
 Cigarettes	EUR 90 per 1,000 cigarettes	60% of the WAP* or EUR 115 per 1,000 cigarettes at WAP* level
 Cigars and cigarillos	EUR 12 per 1,000 items or per kg	or 5% of the retail selling price
 Fine-cut tobacco	EUR 60 per kg	or 50% of WAP*
 Other smoking tobacco	EUR 22 per kg	or 20% of the retail selling price

*WAP=weighted average retail selling price.

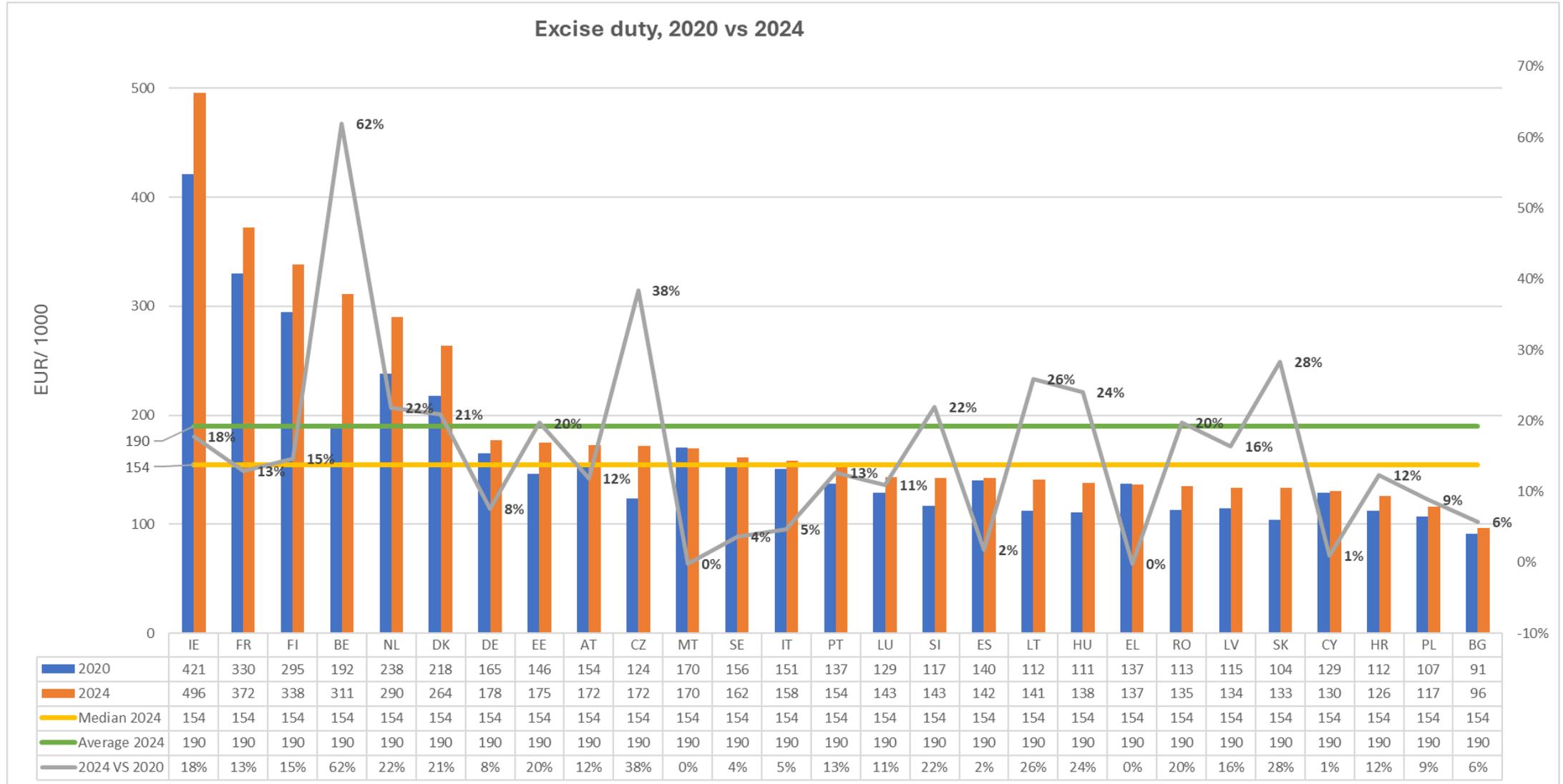
EU Tobacco taxation



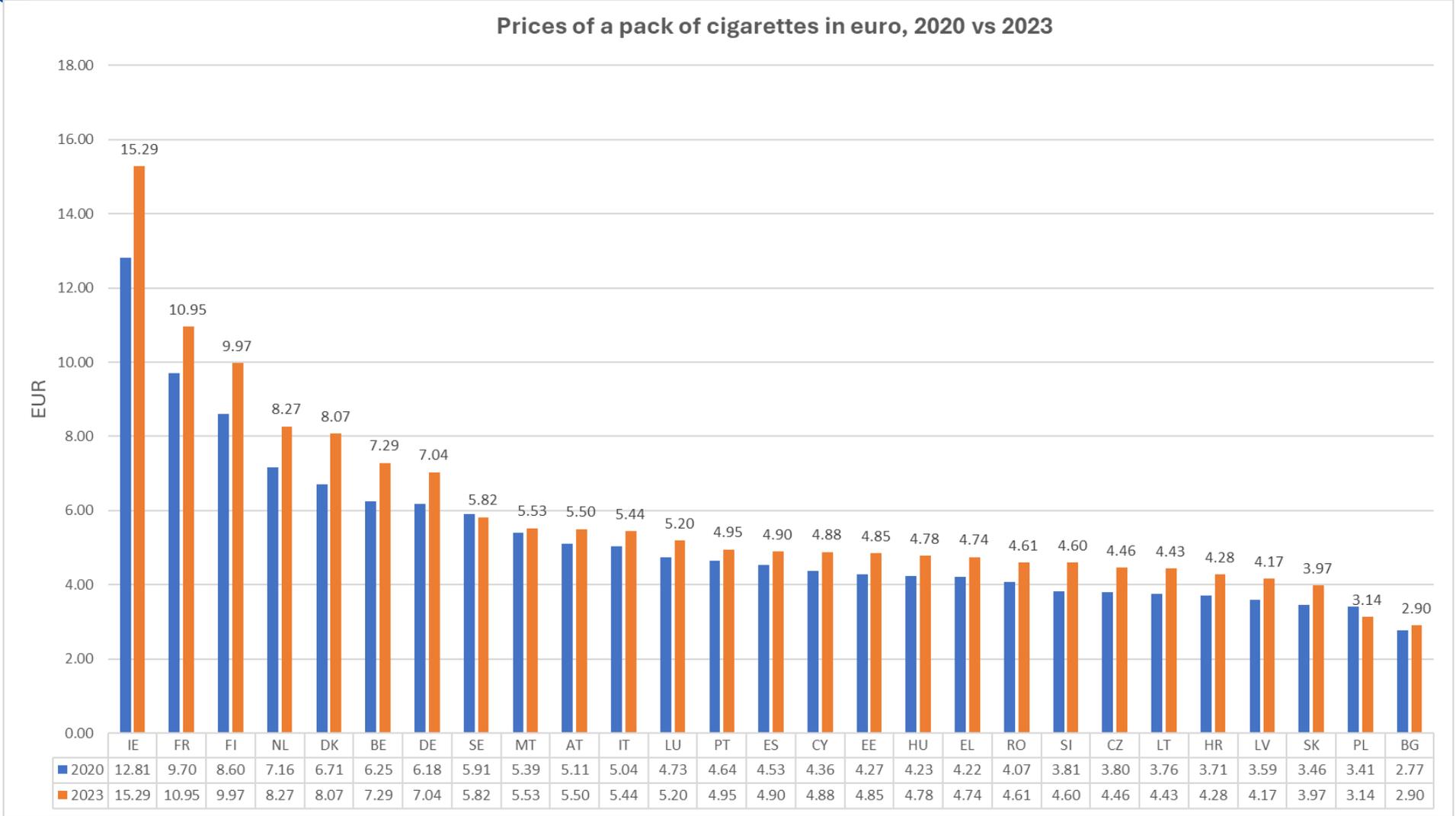
Revision of the Council Directive 2011/64/EU



Cigarettes. Excise duties



Cigarettes. Prices



Fine-cut tobacco. Cigars&Cigarillos. Other smoking tobacco

Member States continuously increase excise duty rates for other categories of manufactured tobacco (2020 vs 2024):



For fine-cut tobacco: ~25%



For cigars and cigarillos: ~20%



For other smoking tobacco: ~27%

New products

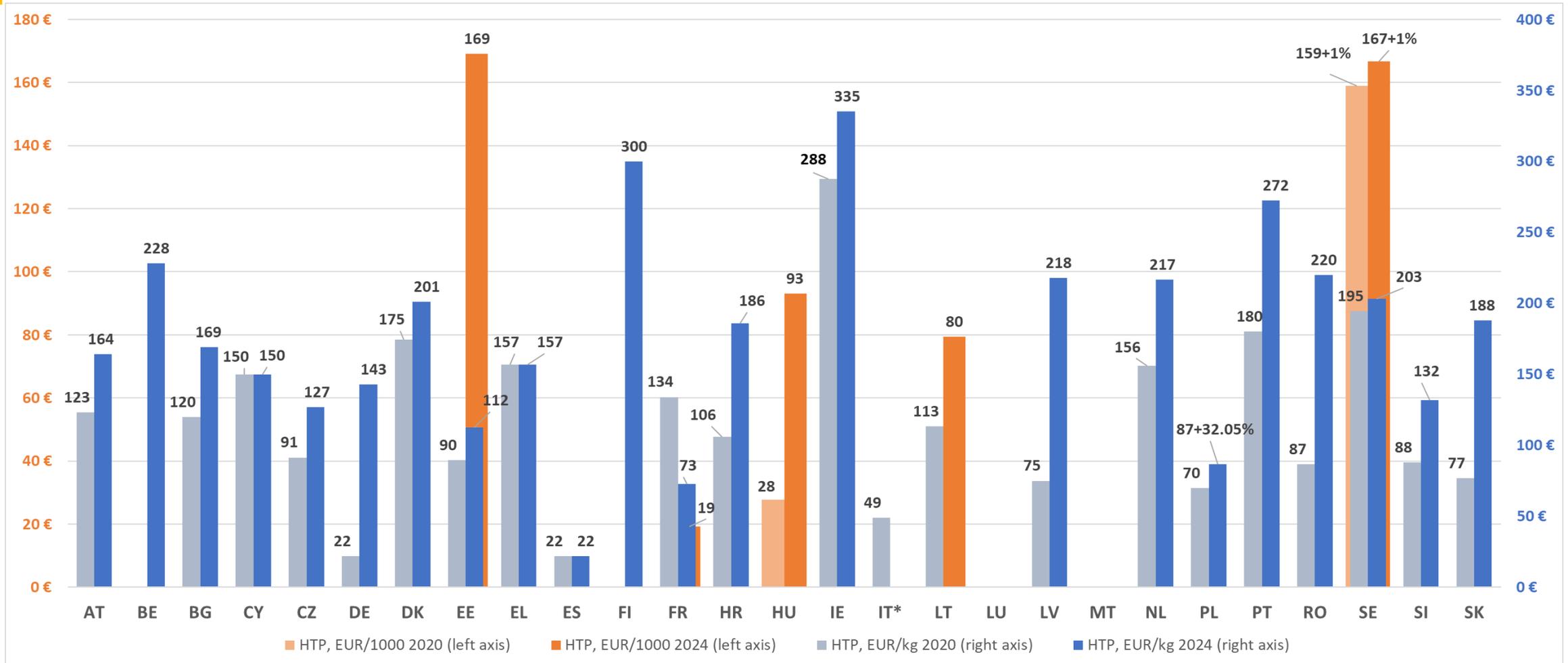


- **New products:**

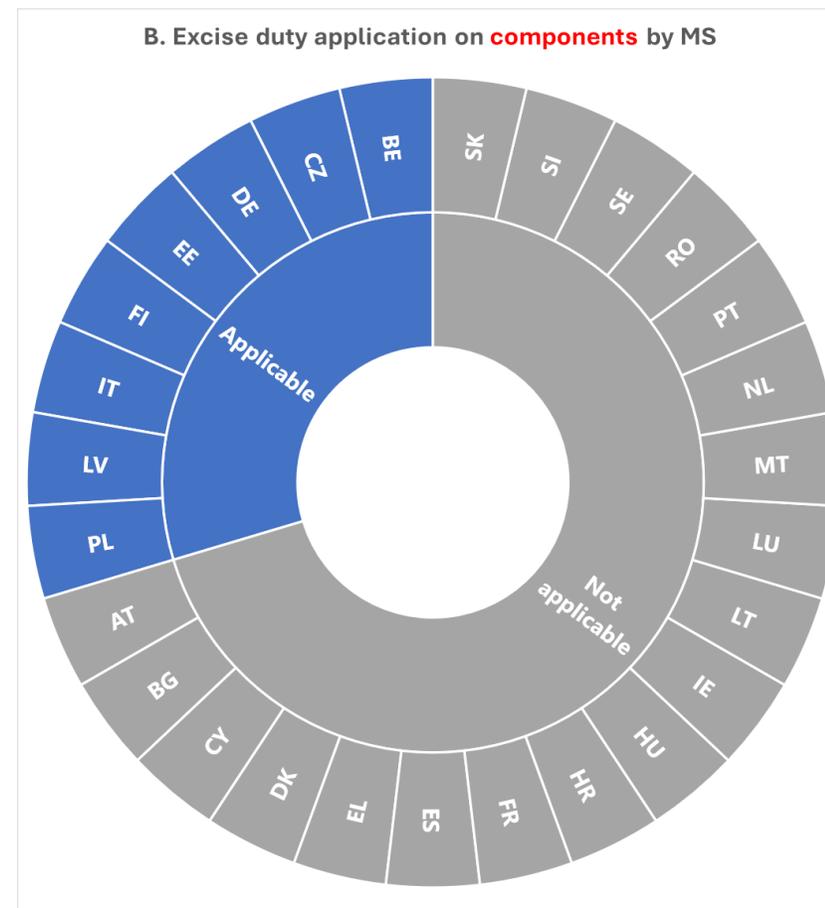
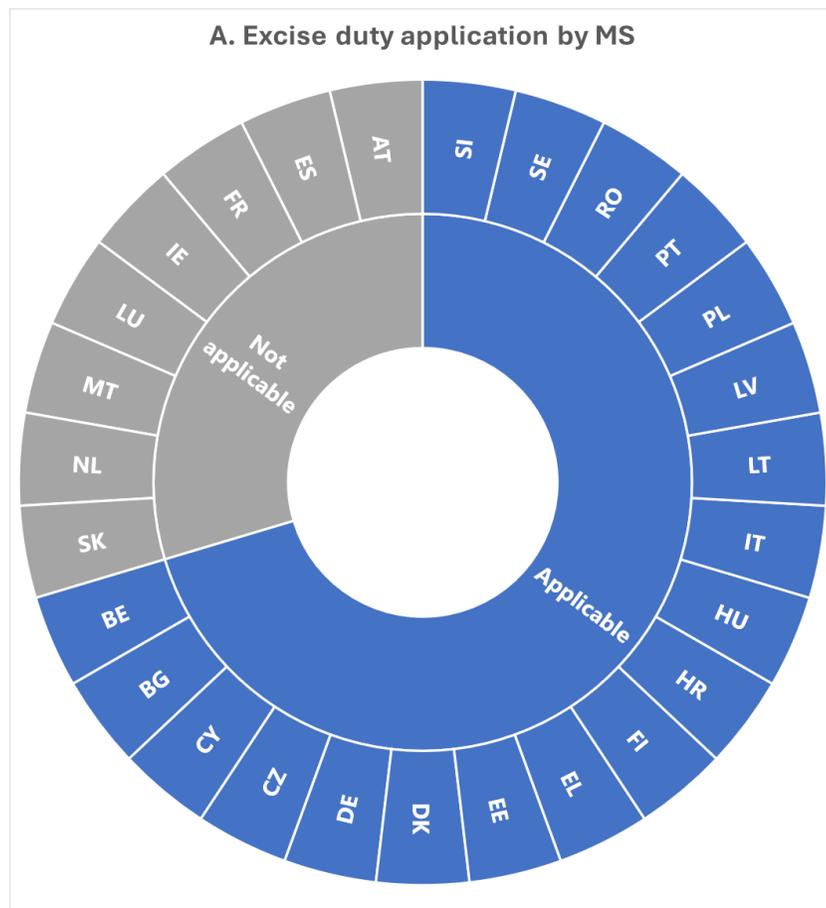
- ✓ heated tobacco
- ✓ liquids for e-cigarettes
- ✓ nicotine pouches
- ✓ other

- **Applicable excise duty rates**

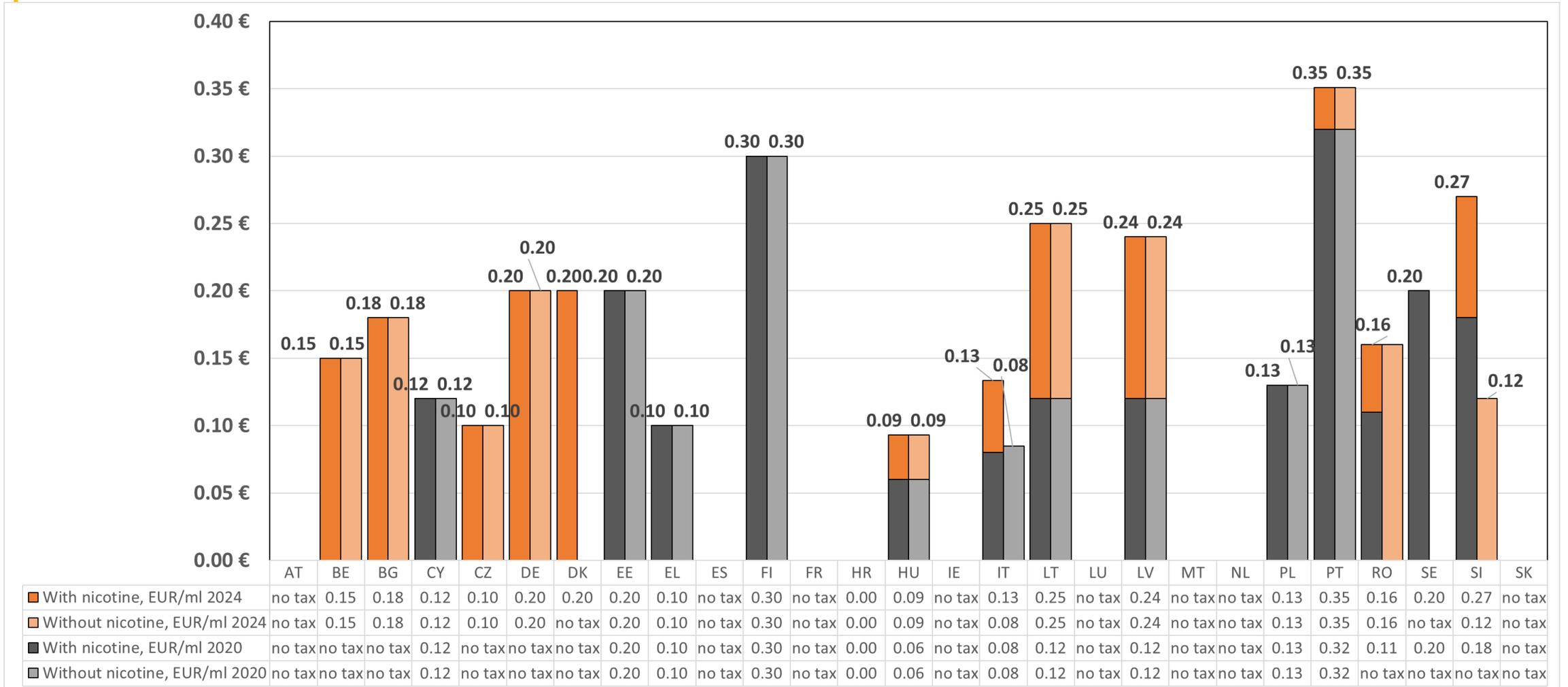
HEATED TOBACCO. Excise duties



LIQUIDS FOR E-CIGARETTES



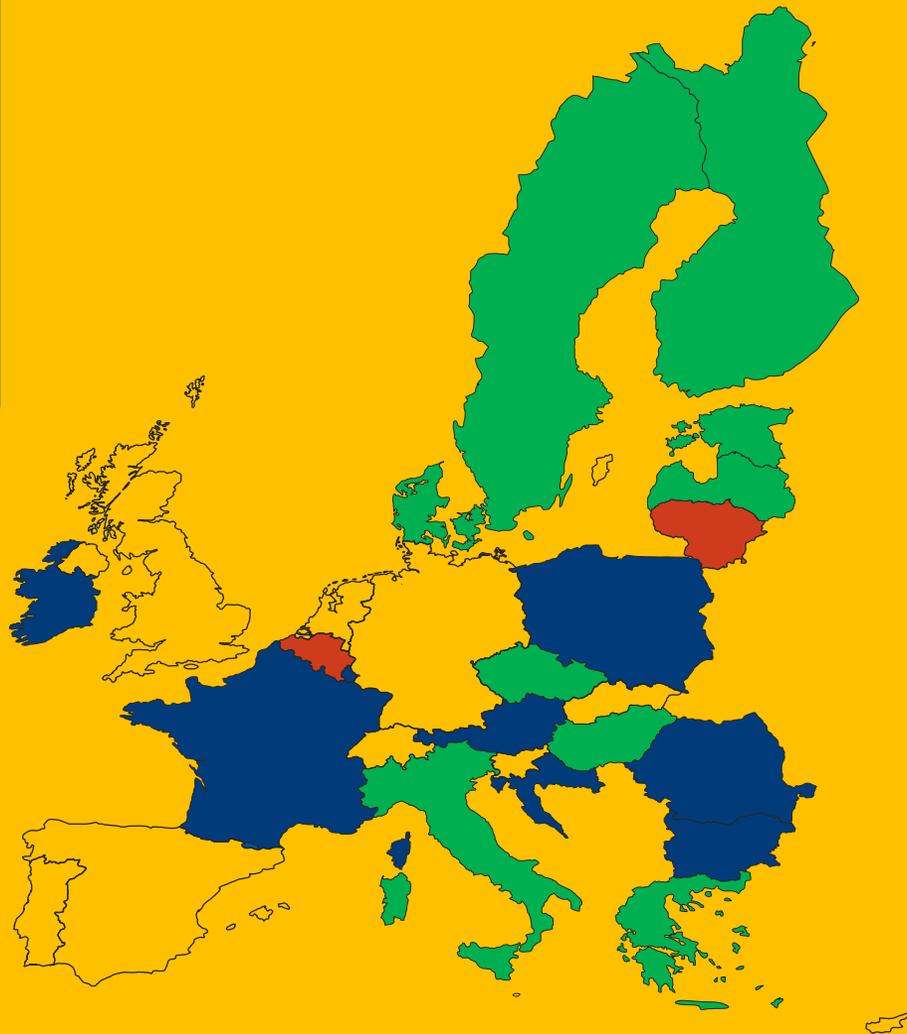
LIQUIDS FOR E-CIGARETTES. Excise duties



Nicotine pouches

17 Member States have nicotine pouches on their market (AT, BG, CZ, DK, EE, EL, FI, FR, HR, HU, IE, IT, LV, LU, PL, RO, and SE).

Out of those, 9 Member States (CZ, DK, EE, EL, FI, HU, IT, LV, SE) apply excise duty for nicotine pouches.

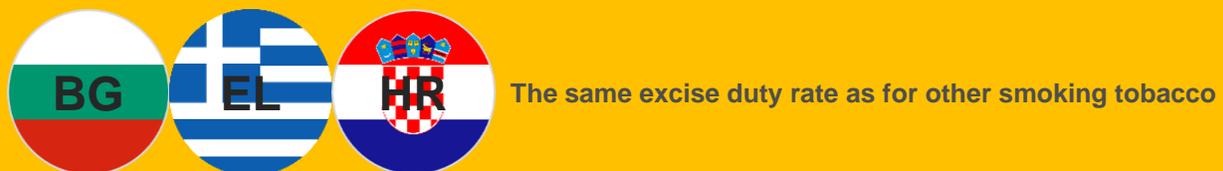


Legend

- On the market
- Taxed
- Prohibited

HEATED HERBAL PRODUCTS

9 Member States reported about tax on heated herbal products:





European
Commission

Thank you!