



Policy Brief

HEALTHIER KENYANS, WEALTHIER TREASURY:

The Case for Stronger Tobacco
Taxation in Kenya

~~2026~~

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Preface

This policy brief presents findings from the Tobacco Excise Tax Simulation Model (TETSIM) for Kenya, which examines how changes in cigarette excise taxes could influence prices, affordability, consumption, smoking prevalence, premature deaths, and government revenue between 2025 and 2029. The analysis shows that stronger tobacco taxes could significantly reduce smoking, prevent thousands of premature deaths, and generate additional public resources, thus supporting Kenya's goals of protecting population health and enhancing fiscal space for development priorities.

Key Messages

Raising tobacco taxes is one of the most effective measures to reduce smoking and prevent premature deaths. Large, sustained increases in cigarette excise taxes would significantly reduce smoking rates in Kenya. If the excise tax is increased by 50 per cent annually, smoking prevalence is projected to decline from 7.15 per cent in 2024 to 5.84 per cent in 2029. Cigarette consumption would fall substantially, with total sticks consumed declining by approximately 251 million in 2026 and 365 million in 2029, relative to the current consumption of 7.5 billion sticks. These reductions would generate major public

health gains, including an estimated 100,000 premature deaths averted over time.

Cigarettes remain too affordable under the current policy. Without further tax increases, income growth and inflation will make cigarettes easier to afford over time, weakening the impact of the excise tax introduced in 2024.

Stronger taxes reduce consumption and can raise substantial revenue. Although some smokers may shift toward cheaper or illicit products, overall cigarette consumption is projected to decline substantially when taxes rise by 30 to 50 per cent on an annual basis for the next five years from 2025. Well-designed excise tax increases can boost government revenue even as smoking falls, providing additional fiscal space for health, education, and social protection.

Regular adjustments are critical for a win-win for health and the budget. To remain effective, tobacco excise taxes must increase faster than inflation and income growth; otherwise, their health and revenue impact erodes over time. The evidence shows that Kenya can simultaneously reduce the disease burden from tobacco use and strengthen domestic revenue mobilisation through a stronger, more predictable excise tax path.

1. Introduction

In December 2024, Kenya reformed its tobacco excise system by introducing a uniform specific excise tax of KES 4,100 per 1,000 cigarettes for both filtered and unfiltered products. While this reform simplified the tax structure, its real value will gradually decline over time if it is not adjusted to keep pace with income growth and inflation. This policy brief examines how Kenya's tobacco market is likely to evolve between 2025 and 2029 under different tax policy paths using results from the Tobacco Excise Tax Simulation Model (TETSIM) for Kenya.

Box 1: How Future Tobacco Tax Impacts Were Estimated

This brief mainly draws on new evidence from the Tobacco Excise Tax Simulation Model (TETSIM), a policy tool used internationally to estimate how changes in tobacco taxes affect prices, affordability, consumption, government revenue, and tobacco-related deaths. The model incorporates Kenya-specific data, including current cigarette prices, market shares of different price segments, smoking prevalence, and estimates of how consumers respond to price changes (price elasticities). It also accounts for expected population growth, income growth, and inflation, which shape future tobacco demand. The analysis covers the period 2025–2029, using 2024 as the base year.

The simulations reflect Kenya's most recent tobacco tax reform under the Tax Laws (Amendment) Act, 2024, which set a uniform excise rate of KES 4,100 per 1,000 cigarettes starting in 2025. This rate forms the starting point for all projections. A status quo scenario assumes this tax remains unchanged in real terms and serves as a benchmark to show the consequences of inaction. The study then models alternative reform paths beginning in 2026: annual excise increases of 20 per cent (moderate reform), 30 per cent (strong reform), and 50 per cent (very ambitious reform). Each scenario estimates resulting changes in cigarette prices, affordability, legal and illicit consumption, smoking prevalence, premature deaths, and government excise tax revenue. Comparing these scenarios shows how stronger tax policy can accelerate health gains while expanding fiscal space.

The objective of including the radical reforms is to assess the impacts of reforms that would move Kenya towards the WHO-recommended 75 per cent tax share of the retail price by significantly raising taxes over a five-year period. The model incorporates the affordability index, which is defined as the percentage of per capita GDP required to purchase 2,000 popular-price cigarettes.

2. Why Tobacco Tax Increases Matter for Kenya

Tobacco use remains a preventable but persistent public health challenge in Kenya. It causes an estimated 12,000 deaths each year and contributes to rising rates of non-communicable diseases, including cancer, cardiovascular disease, and chronic respiratory illness. These conditions place increasing strain on the health system and impose substantial costs on households through medical expenses, lost income, and reduced productivity. In 2021, tobacco use was estimated to cost the Kenyan economy between \$544.4 and \$756.2 million. Many tobacco-related deaths occur during individuals' most economically productive years, undermining household welfare and slowing national development. Reducing tobacco use is therefore both a public health priority and an economic imperative.

Tobacco taxation is widely recognised as the single most effective measure to reduce smoking, particularly among young people and low-income populations who are most sensitive

to price changes. Higher prices discourage initiation, encourage quitting, and reduce overall consumption. At the same time, tobacco excise taxes provide governments with revenue that can support essential public services, including health, education, and social protection.

For Kenya, strengthening the tobacco excise policy presents a clear opportunity to advance both public health and fiscal objectives. As incomes grow, cigarettes can become more affordable unless taxes are regularly increased. Without reform, the health and revenue impact of existing taxes will gradually erode. Well-designed, predictable tax increases can help ensure that cigarettes become less affordable over time, protecting future generations while expanding fiscal space for development priorities. The WHO recommends that tobacco taxes be adjusted for inflation and economic growth to maintain their public health and fiscal effectiveness over time.

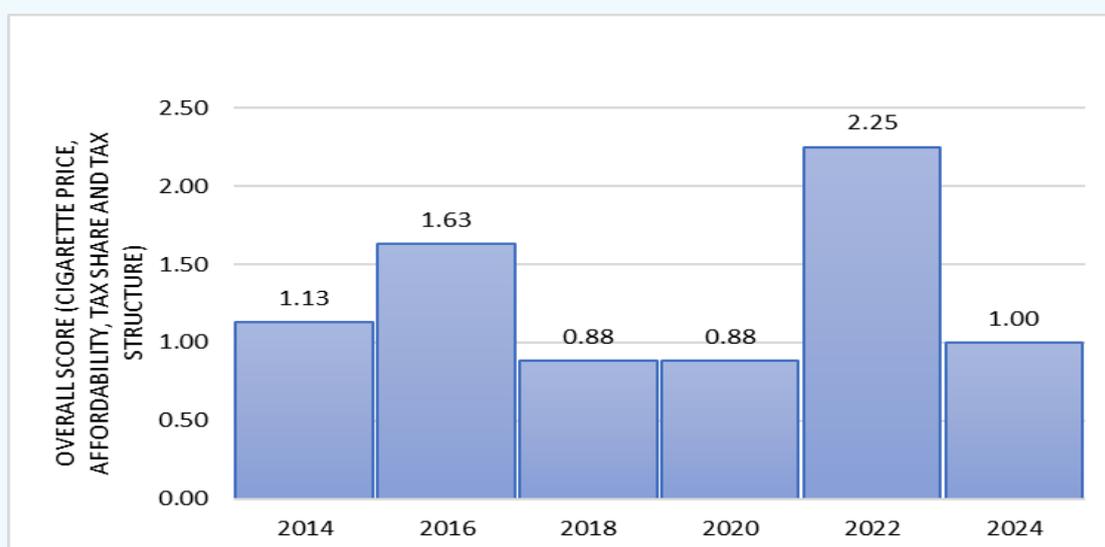
3. Maintaining the Status Quo - What Happens Without Further Tax Increases?

This scenario assumes that the uniform excise tax introduced in December 2024, considered a best-practice reform, remains unchanged over the next five years. In other words, tobacco excise taxes are not increased during this period. As detailed below, this will result in only modest increases in real cigarette prices, cigarettes remaining relatively affordable, total cigarette consumption rising and real tobacco tax revenues declining over time. Under this scenario, there is no meaningful reduction in the burden of tobacco-related disease and no sustained revenue growth.

3.1 Impact on prices and affordability

Historical evidence indicates that cigarette prices remain below the levels required to achieve the largest public health and revenue gains. Evidence from the Economics for Health Cigarette Tax Scorecard (4th edition) shows that Kenya ranks in the mid-range globally, with an overall score of about 2.6 out of 5 across 171 countries for cigarette price and tax policy progress between 2014 and 2024. This indicates that, relative to global best practice, cigarette prices in Kenya have not increased rapidly enough to significantly reduce affordability and curb tobacco use (see Figure 1 and note below the Figure).

Figure 1: Overall Cigarette Tax Score for Kenya out of maximum score of 5* (2014-2024)



Note: *A score of 5 indicates a country has achieved top-tier, best-practice tobacco tax policies. This rating signifies a cigarette price of at least 10.0 International Dollars (PPP), an annual affordability reduction of 7.5% or more, a total tax share of 75% or higher, and a dominant, inflation-adjusted, specific excise tax structure.

Under the status quo, cigarette prices rise only modestly in real terms, and cigarettes remain affordable. The average real retail price increases from KES 369 per pack in 2024 to KES 530 in 2029, a cumulative rise of 34 per cent over five years. However, income growth offsets much of this price increase. As a result, cigarette affordability changes very little, with the affordability index declining from 13.89 per cent to 13.48 per cent. This indicates that cigarettes do not become meaningfully less affordable over time, weakening the effectiveness of tobacco taxation as a public health tool (Table 1).

3.2 Impact on Consumption and Smoking Prevalence

With cigarettes remaining affordable, total cigarette consumption is expected to rise if excise taxes are not increased. Overall consumption is expected to increase from 7.75 billion sticks in 2024 to 8.01 billion sticks in 2029, a growth of 2.7 per cent. Legal cigarette sales rise even faster, while illicit consumption declines slightly. Smoking prevalence falls only gradually, from 7.15 per cent to 6.54

per cent, reflecting demographic changes and existing tobacco control measures rather than strong price effects. These modest reductions indicate that current tax levels, if left at the same rate, are insufficient to drive substantial declines in tobacco use (Table 1).

3.3 Impact on Revenue Performance

Despite higher nominal prices, the real value of tobacco tax revenue is expected to decline over time. Real excise revenue is simulated to fall from KES 15.6 billion in 2024 to KES 13.0 billion in 2029, a decline of nearly 14 per cent. The excise tax share of the retail price drops sharply from 23.6 per cent to 16.8 per cent, while the total tax share falls from 37.4 per cent to 30.6 per cent. This erosion reduces the effectiveness of the tax system in both discouraging smoking and generating sustainable revenue (Table 1).

Table 1: Summary of TETSIM Model Results for Status Quo (No Change in Excise Tax)

Indicator	Uniform tax rate of KES 4,100 per mille (Base Year)	2026 (uniform tax of KES 4,100 per mille)	2029 (uniform tax of KES 4,100 per mille)	Overall performance to 2029*
Average real retail price (KES/pack)	369	425	530	↑ slightly improved
Affordability Index (%)	13.89%	13.66%	13.48%	↓ Slightly deteriorated
Total cigarette consumption (million sticks)	7,746	7,852	8,007	↓ Deteriorated
• Legal	5,422	5,608	5,857	↓ Deteriorated
• Illicit	2,324	2,244	2,150	↑ slightly improved
Smoking prevalence (%)	7.15%	6.89%	6.54%	↑ slightly improved
Premature deaths averted (thousands)	–	10.20	26.15	↑ slightly improved
Real excise tax revenue (million KES)	15,607	14,599	12,997	↓ Deteriorated
Excise tax share of price	23.6%	20.7%	16.8%	↓ Deteriorated
Total tax share of price	37.4%	34.5%	30.6%	↓ Deteriorated

Source: TETSIM Model for Kenya, 2025

*Deteriorated - significant decline in performance on high industry interference; slightly deteriorated - minor negative shift; slightly improved - initial positive progress or a small reduction in interference; and improved - significant positive progress and clear evidence of better control.

3.4 Health Implications

Because smoking declines only slowly, health gains under the status quo are limited. The model projects that approximately 26,150 premature deaths would be averted over the five-year period, which is a relatively small impact compared to what could be achieved with stronger tax increases. Without tax increases, Kenya risks continued tobacco-related disease burden and lost opportunities to protect future generations.

3.5 Use of Inflation adjustments with no further excise tax increases

When the excise tax is adjusted for inflation annually, the outcomes for public health and government revenue improve compared to the “status quo” scenario without such adjustments. The average retail prices of cigarettes are higher (than the status quo) and increase by Ksh. 30 relative to the status quo scenario by 2029. Cigarettes become less affordable with adjustments. Inflation adjustment prevents a 2.7 per cent growth in consumption and a 14 per cent revenue erosion, gaining KES 3.2 billion while averting an additional 7,140 preventable deaths (Table 2). Although there are gains these are generally small changes.

Table 2: Summary of TETSIM Model Results with inflation adjustment (No Change in Excise Tax)

Indicator	Uniform tax rate of KES 4,100 per mille (Base Year)	2026 (uniform tax of KES 4,100 per mille)	2029 (uniform tax of KES 4,100 per mille)	Overall performance to 2029
Average real retail price (KES/ pack)	369	435	560	↑ slightly improved
Affordability Index (%)	13.89%	13.98%	14.19%	↑ slightly improved
Total cigarette consumption (million sticks)	7,746	7,770	7,816	↓ Slightly deteriorated
• Legal	5,422	5,506	5,621	↓ Slightly deteriorated
• Illicit	2,324	2,264	2,194	↑ slightly improved
Smoking prevalence (%)	7.15%	6.86%	6.46%	↑ slightly improved
Premature deaths averted (thousands)	–	13.34	33.29	↑ slightly improved
Real excise tax revenue (million KES)	15,607	15,848	16,180	↑ slightly improved
Excise tax share of price	23.6%	22.3%	20.4%	↓ Slightly deteriorated
Total tax share of price	37.4%	36.0%	34.2%	↓ Slightly deteriorated

Source: TETSIM Model for Kenya, 2025

4. Impacts of Stronger Tobacco Taxes (20%, 30% and 50% Annual Increase Scenarios)

Increasing the excise tax rate annually by either 20, 30 or 50 per cent from 2025 through 2029 would deliver measurable public health and fiscal benefits.

4.1 Price and affordability effects

Stronger excise increases lead to substantial and sustained growth in cigarette prices, making smoking progressively less affordable. Under a 20 per cent annual increase, the average real retail price rises from KES 369 per pack in 2024 to KES 636 in 2029, an increase of about 61 per cent. This pushes the affordability index up from 13.89 per cent to 16.04 per cent, meaning smokers must spend a larger share of their income to purchase cigarettes.

Under a 30 per cent annual increase, price growth is even steeper. The average real retail price reaches KES 713 in 2029, about 80 per cent higher than in 2024. Cigarettes become significantly less affordable, with the affordability index rising to 17.91 per cent. In both cases, price increases outpace income growth, reversing the affordability trend seen under the status quo.

Under a 50 per cent annual increase, cigarette prices rise rapidly and consistently over time, producing the strongest reduction in affordability among the policy scenarios. The average real retail price is projected to increase from KES 369 per pack in 2024 to KES 928 in 2029, an increase of approximately 151.5 per cent. As prices rise much faster than income growth, cigarettes become markedly less affordable. The affordability index increases from 13.89 per cent to 23.17 per cent, indicating that smokers need to allocate a substantially larger share of income to purchase cigarettes. This sustained erosion of affordability represents a decisive shift away from the status quo and strengthens the expected public health impact of the tax policy (see Annex Table 1).

4.2 Changes in Cigarette Consumption

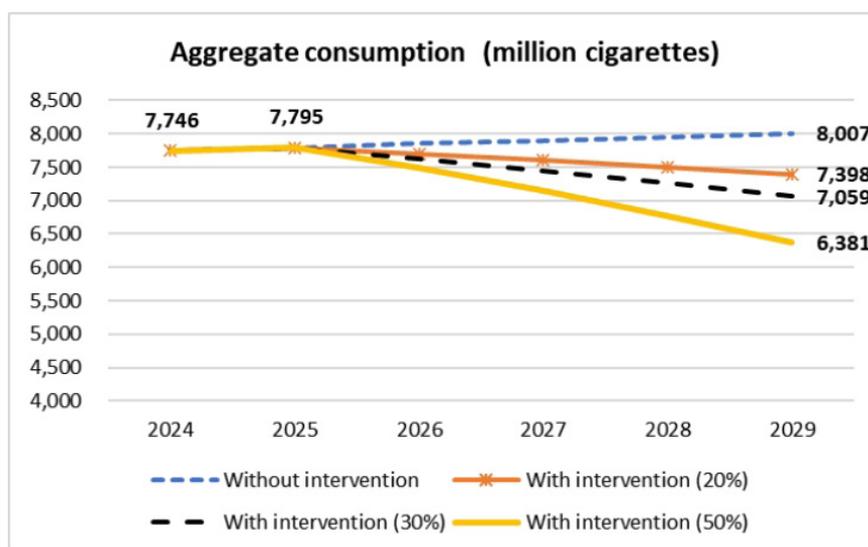
Higher prices translate into clear reductions in cigarette consumption, with stronger tax increases producing larger declines. With a 20 per cent annual increase, total consumption is expected to fall from 7.75 billion sticks in 2024 to 7.40 billion in 2029, a reduction of about 5 per cent. Legal cigarette sales decline more sharply (by 7.4 per cent), while illicit consumption rises only marginally, leaving overall use lower (Figure 2).

With a 30 per cent annual increase, the demand reduction is expected to be much larger. Total consumption is simulated to fall to 7.06 billion sticks in 2029, a 9.4 per cent decline from baseline. Legal sales drop by more than 15 per cent. Although illicit consumption increases modestly, this does not offset the overall contraction in the cigarette market. The stronger price signal, therefore, delivers a deeper and more sustained reduction in tobacco use (Figure 2). Stricter enforcement measures can be used to tackle illicit consumption.

With a 50 per cent annual increase, the demand reduction is projected to be much larger than the low-

er tax rate scenarios. Total consumption is projected to decline to 6.38 billion sticks by 2029, representing a 17.6 per cent reduction from the baseline. Legal sales fall sharply by nearly 30 per cent, reflecting the strong responsiveness of demand to sustained price increases. Although illicit consumption rises slightly, the increase is small relative to the overall decline in cigarette use and does not offset the total reduction in market size. This scenario, therefore, produces the most pronounced and durable decline in tobacco consumption among the policy options considered (Figure 2).

Figure 2: Consumption across the simulated scenarios (20%, 30%, and 50%)



Source: TETSIM Model for Kenya, 2025

4.3 Health Gains: Reduced Smoking and Deaths Averted

Reductions in smoking prevalence and averted tobacco-related deaths are larger under higher tax increases. A 20 per cent annual increase reduces smoking prevalence from 7.15 per cent to 6.28 per cent, a 10.5 per cent relative decline, and is projected to avert about 49,370 premature deaths.

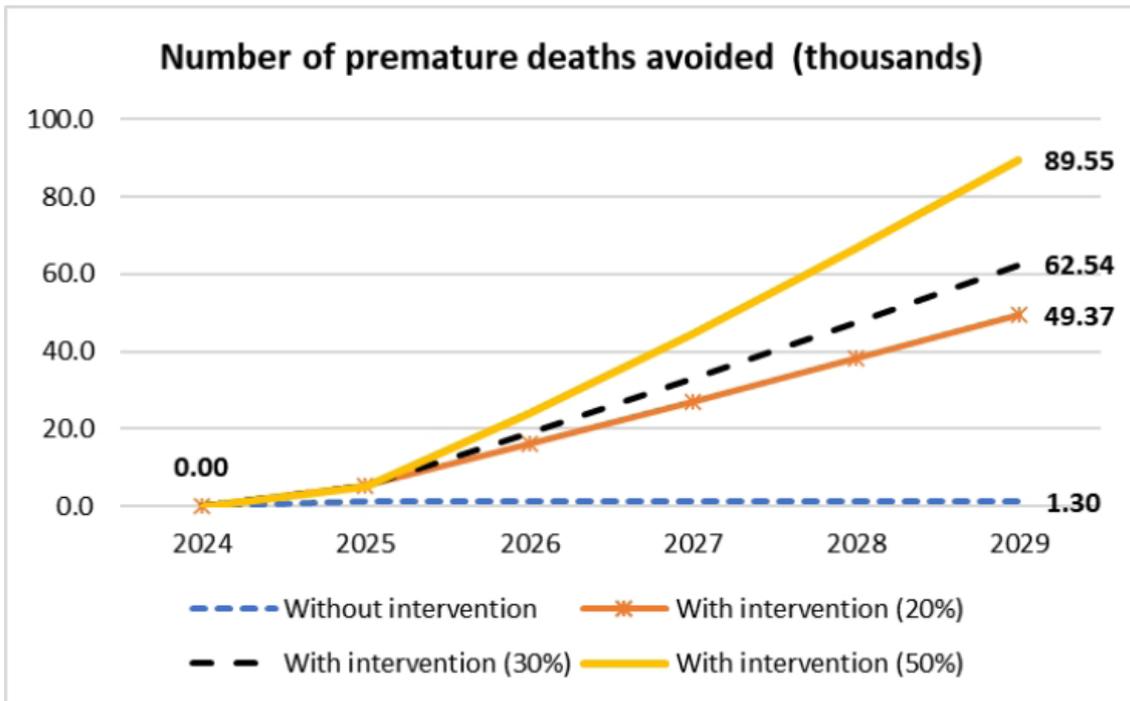
A 30 per cent annual increase delivers even stronger health gains. Smoking prevalence falls further to 6.14 per cent, representing a 12.5 per cent reduction. The model projects approximately 62,540 premature deaths averted. These results highlight how steeper and sustained tax increases translate directly into premature deaths averted.

A 50 per cent annual increase improves the potential health gains. Smoking prevalence is projected

to fall to 5.84 per cent, representing a 18.3 per cent reduction. The model projects approximately 89,550 premature deaths averted.

Lower smoking rates translate directly into premature deaths averted. Under the no-change scenario, only a limited number of premature deaths are averted because smoking declines slowly. The 20 per cent increase is expected to prevent many more premature deaths as smoking falls more steadily. The 30 per cent scenario produces even larger health gains, with a substantial rise in the number of premature deaths averted. The 50 per cent annual increase delivers the greatest public health benefit of all, averting the highest number of premature deaths by 2029 - at nearly 90,000 premature deaths averted. The results show that stronger tax policies lead to faster and larger improvements in population health (Figure 3).

Figure 3: Premature deaths averted across the simulated scenarios



Source: TETSIM Simulation Model for Kenya 2025

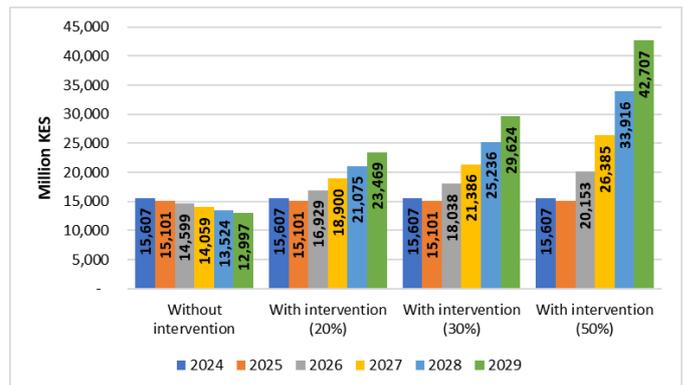
4.4 Revenue Effects

Despite falling consumption, government revenues increase substantially under all reform options, with larger gains under higher rates. Under a 20 per cent annual increase, real excise revenue rises by over 55 per cent, reaching KES 23.5 billion by 2029. The excise tax share of price increases steadily, strengthening the tax's effectiveness (Figure 4).

Under a 30 per cent annual increase, revenue gains are expected to be more pronounced. Real excise revenue nearly doubles, reaching KES 29.6 billion in 2029, a 96 per cent increase from baseline. The excise share of price climbs to over one-third of the retail price, moving Kenya closer to the WHO-recommended share of 75 per cent (Figure 4).

The 50 per cent annual increase represents the most aggressive reform scenario, yielding the highest revenue gains and public health impact. Real excise revenue is expected to more than double by 2029, reaching KES 42.7 billion. The excise tax share of the retail price is projected to reach approximately 49.5 per cent (Figure 3). While this scenario brings Kenya significantly closer to the WHO-recommended 75 per cent excise tax share, it still leaves a gap of roughly 25.5 percentage points from that target.

Figure 4: Excise tax revenue assuming annual increases of 20%, 30% and 50% relative to status quo



Source: TETSIM Simulation Model for Kenya 2025

Consumption Impact: This scenario leads to the largest reduction in tobacco consumption, reinforcing the dual benefit of high revenue generation alongside improved public health outcomes.

5. Adding Inflation Adjustment to Proposed Annual Tax Increases

The above results assume that no inflation adjustment was included. Based on the comparison between Table A1 and Table A2 in the Annex, adding an inflation adjustment to the proposed annual tax increases significantly amplifies both public health gains and fiscal returns. While a flat percentage increase is effective, indexing for inflation ensures that the real value of the tax is not eroded by rising prices in the broader economy.

When inflation adjustment is applied to the 30 per cent and 50 per cent scenarios. The main changes include:

5.1 Accelerated price growth and reduced affordability

Inflation adjustment amplifies the impact of excise tax increases on retail cigarette prices. Without it, a 30 per cent annual increase brings the 2029 price to KES 713; however, with inflation adjustment, that price climbs to KES 796. By 2029, under the 50 per cent scenario with inflation adjustment, the affordability index hits 26.76 per cent (compared to 23.17% without). This ensures that even if consumer incomes rise, cigarettes become less affordable, preventing the risk of smokers maintaining their habits through increased purchasing power.

5.4 Fiscal strength and revenue security

For the National Treasury, inflation adjustment provides a significant revenue increase while moving the tax structure toward international best practices and the excise tax share to retail price towards the recommended share.

Scenario (2029)	Real Excise Revenue (No Inflation Adjustment)	Real Excise Revenue (With Inflation Adjustment)	Revenue Gain from Indexing
30% Increase	KES 29.6 Billion	KES 35.3 Billion	+ KES 5.7 Billion
50% Increase	KES 42.7 Billion	KES 49.2 Billion	+ KES 6.5 Billion

By 2029, the total tax share of the price under the 50 per cent inflation-adjusted scenario reaches 64.7 per cent, nearing the World Health Organization's (WHO) recommended benchmark of 75 per cent. The tax, combined with adjustment, would reach the lowest smoking rates in Kenya's history.

TETSIM also includes income growth. Cigarettes may still become more affordable, because people's real purchasing power rises. For this reason, the WHO and TETSIM policy scenarios recommend excise tax increases that must exceed inflation (and often income growth) to reduce affordability.

5.2 Deepening the decline in consumption

Adding inflation adjustment triggers a more substantial drop in total cigarette use by closing loopholes created by a rising cost of living. In the 30 per cent scenario, total consumption drops to 6.76 billion sticks with inflation adjustment, roughly 300 million fewer sticks than the non-adjusted scenario. The 50 per cent scenario represents the most aggressive health intervention, driving consumption down to 6.06 billion sticks. While illicit trade rises slightly more under this scenario (reaching 2.68 billion sticks), the overall contraction of the market remains much more significant.

5.3 Maximizing health outcomes

The most striking difference is seen in the number of premature deaths averted. Inflation adjustment ensures a steeper decline in smoking prevalence, leading to a bonus in premature deaths averted.

- At a 30 per cent annual increase in excise tax, together with an inflation adjustment, averts an additional 11,800 premature deaths (74,350 total premature deaths averted vs. 62,540 without inflation adjustment). At a 50 per cent increase, the impact peaks at 102,570 premature deaths averted by 2029.

6. Policy Implications for Kenya

The findings from this analysis point to clear policy actions for strengthening the effectiveness of tobacco taxation in Kenya. A predictable excise tax path with automatic adjustments that exceed inflation is critical to maintaining the health and fiscal impact of tobacco taxes over time. When excise rates are not updated regularly, their real value is gradually eroded by inflation and rising incomes. Under the status quo scenario, cigarette prices increase only slightly while incomes continue to grow, keeping cigarettes broadly affordable and weakening the intended public health impact of the tax. As affordability improves, consumption stabilises or even rises, and the real value of government revenue declines. In contrast, reform scenarios with annual excise increases of 20–30 per cent show that when tax adjustments outpace both inflation and income growth, cigarettes become progressively less affordable. This leads to faster reductions in smoking, prevents future uptake, and generates sustained growth in real government revenue.

The study proposes the need to:

1. **Adopt a predictable, medium-term excise tax path with automatic above-inflation adjustments.** A clear and pre-announced schedule of annual tobacco excise increases that exceed inflation

is essential to sustain both the health and revenue impact of tobacco taxation. Predictability strengthens policy credibility, supports revenue planning, and ensures that tax policy keeps pace with economic growth.

2. **Avoid policy stagnation that allows inflation and income growth to erode tax effectiveness.** When excise rates are not adjusted regularly, their real value declines over time. Under such a status quo path, cigarette prices rise only marginally while incomes continue to grow, making tobacco products increasingly affordable. This weakens the public health impact of taxation, slows reductions in smoking, and leads to declining real government revenue.
3. **Ensure annual excise increases outpace both inflation and income growth to reduce affordability.** Simulation results show that annual excise increases of 20–30 per cent significantly reduce cigarette affordability over time. As prices rise faster than incomes, smoking prevalence falls more rapidly, future uptake is discouraged, and government revenue grows in real terms. This demonstrates that strong tobacco tax policy can deliver a double dividend for health and fiscal space.

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Annex

Table A1: Summary of TETSIM Model Results with an annual tax increase of 30 per cent and 50 per cent without inflation adjustment

Indicator	Uniform tax rate (KES 4,100 per mille) (Base Year)	30 per cent		50 per cent		Overall performance to 2029
		2026	2029	2026	2029	
Average real retail price (KES/ pack)	369	454	713	474	928	↑ Improved
Affordability Index (%)	13.89%	14.57%	17.91%	15.18%	23.17%	↑ Improved
Total cigarette consumption (million sticks)	7,746	7,630	7,059	7,495	6,381	↑ Improved
• Legal	5,422	5,330	4,674	5,161	3,802	↑ Improved
• Illicit	2,324	2,300	2,385	2,334	2,580	↓ Slightly Deteriorated
Smoking prevalence (%)	7.15%	6.80%	6.14%	6.74%	5.84%	↑ Improved
Premature deaths averted (thousands)	–	18.81	62.54	24.02	89.55	↑ Improved
Real excise tax revenue (million KES)	15,607	18,038	29,624	20,153	42,707	↑ Improved
Excise tax share of price	23.6%	24.9%	34.2%	27.4%	45.8%	↑ Improved
Total tax share of price	37.4%	40.4%	53.2%	41.2%	59.6%	↑ Improved

Source: TETSIM Model for Kenya, 2025

Table A2: Summary of TETSIM Model Results with an annual tax increase of 30 per cent and 50 per cent combined with inflation adjustment

Indicator	Uniform tax rate (KES 4,100 per mille) base year	30 per cent		50 per cent		Overall performance to 2029
		2026	2029	2026	2029	
Average real retail price (KES/pack)	369	468	796	489	1,074	↑ Improved
Affordability Index (%)	13.89%	14.99%	19.93%	15.66%	26.76%	↑ Improved
Total cigarette consumption (million sticks)	7,746	7,536	6,759	7,395	6,061	↑ Improved
• Legal	5,422	5,213	4,292	5,036	3,376	↑ Improved
• Illicit	2,324	2,323	2,467	2,360	2,684	↓ Slightly Deteriorated
Smoking prevalence (%)	7.15%	6.76%	6.01%	6.69%	5.70%	↑ Improved
Premature deaths averted (thousands)	–	22.43	74.35	27.89	102.57	↑ Improved
Real excise tax revenue (million KES)	15,607	19,504	35,279	21,740	49,196	↑ Improved
Excise tax share of price	23.6%	26.6%	39.4%	29.2%	50.9%	↑ Improved
Total tax share of price	37.4%	40.4%	53.2%	43.0%	64.7%	↑ Improved

Source: TETSIM Model for Kenya, 2025



Website: <https://kntc.org>