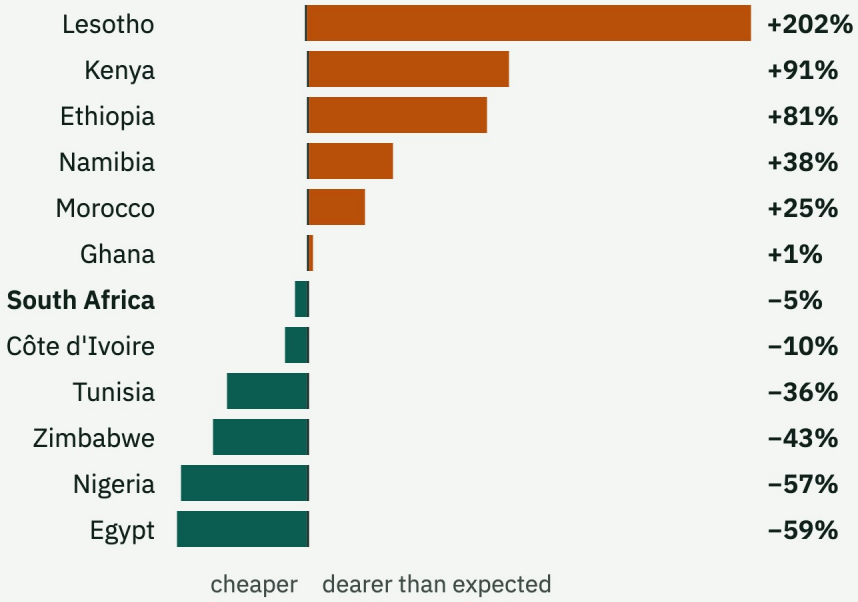
One pack, 186 prices.

A country's best-selling pack of 20 costs $0.44 in Sierra Leone and $24.38 in Australia. The Cigarette Index turns that spread into a benchmark for consumer prices, country by country.

Dear or cheap for its income?

Price of the best-selling pack against the price expected at each country's GDP per capita, 2024



55×

the gap between the cheapest and the dearest country for the same product.

58%

of price differences between countries are explained by income alone.

52

African countries covered, from $0.44 to $9.17 a pack.

Can a pack price stand in for inflation?

OVER THE LONG RUN, YES

Across 178 countries from 2008 to 2024, each extra point of consumer inflation went with a 0.86-point rise in the pre-tax pack price. One for one is within the margin of error.

PERIOD BY PERIOD, NO

Shelf prices outpaced inflation in 86% of countries, by a median 2.5 points a year. In any two-year period inflation explains only 12% of the movement. Use it as a multi-year gauge.

Most-sold brand, pack of 20, 2024, in US dollars at official exchange rates (WHO). Expected price from a regression on GDP per capita across 185 countries (World Bank). Dollar figures are unreliable where official and market exchange rates differ.

Full report and data

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