

COLOMBIA

Prevalence of tobacco use

Youth

POPULATION GROUP	CURRENT TOBACCO USE (SMOKED AND SMOKELESS) (%)	CURRENT CIGARETTE SMOKING (%)	CURRENT SMOKELESS TOBACCO USE (%)
Men	...	11.9	...
Women	...	9.0	...
Total	...	10.4	...

Source: National Survey on the Use of Psychoactive Substances in the School-Age Population, 2011 (13-15 years).

Adults

POPULATION GROUP	CURRENT TOBACCO USE (SMOKED AND SMOKELESS) (%)	CURRENT CIGARETTE SMOKING (%)	CURRENT SMOKELESS TOBACCO USE (%)
Men	18.8
Women	7.4
Total	13.0

Source: National Survey on the Use of Psychoactive Substances in Colombia, 2013 (12-65 years).

MPOWER Measures

M (MONITORING)

Survey	Youth	Adults
Recent	Yes	Yes
National representativeness	Yes	Yes
Periodic	Yes	Yes

W (WARNINGS)

Health warnings required by law	Yes
Images	Yes
Size (average-front/back)	30-30/30
Ban on misleading terms	Yes
Is any feature missing?	No

P (SMOKE-FREE POLICIES)

Health centers	Yes
Schools (except universities)	Yes
Universities	Yes
Government buildings	Yes
Offices	Yes
Restaurants	Yes
Bars and pubs	Yes
Public transportation	Yes

E (ADVERTISING BANS)

Ban on direct advertising	
Television, radio, and print media	Yes
Billboards	Yes
Publicity at points of sale	Yes
Ban on product placement	
Ban on promotion	Yes
Ban on sponsorship	Yes
Ban on product display	No ^a

^a Ninguna prohibición explícita de la exhibición de productos de tabaco en el punto de venta, pero la prohibición puede estar implícita debido a una prohibición total de la publicidad y la promoción del tabaco.

O (CESSATION)

Toll-free quitline	No	
Nicotinic substitution therapy is available in:	Are the costs covered?	
Pharmacies	Partially	
Cessation services are available in:	Are the costs covered?	
Primary care services	No	---
Hospitals	Yes, in some	No
Doctor's offices	Yes, in some	No
The community	No	---
Other	Yes, in some	No

R (TAXATION)

Price of most sold brand (pack of 20 cigarettes)		
In national currency	COP	2,726.00
In international dollars		2.19
Tax (share of the final price of most sold brand)		
Total taxes		49.51
Specific excise taxes		25.72
Ad valorem excise taxes		10.00
Value-added tax (VAT)		13.79
Import duties		0.00
Other taxes		0.00
Evolution of taxes and prices		
	2008	2016
Tax (share of the final price of most sold brand)	34.31	49.51
Price of most sold brand (international dollars)	1.68	2.19

... Data not reported/not available

--- Data not required/not applicable

For definitions of the indicators and color-coded ratings, see the Technical Note.



	WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL	PROTOCOL TO ELIMINATE ILLICIT TRADE IN TOBACCO PRODUCTS
Date of signature (d/m/y):	—	—
Date of the ratification or accession (d/m/y):	10/04/2008 (adhesión)	—

Tobacco: prices and taxes

RETAIL PRICE PER PACK OF 20 CIGARETTES

	In local dollars (COP)	In international dollars (PPP) ¹
Most popular brand: Boston	2,726.00	2.19
Most inexpensive brand: Caribe	1,550.00	1.24
Most expensive brand: Marlboro	3,772.00	3.03

TAXES ON TOBACCO²

Taxes as percentage of the final price of the most sold brand

Excise taxes ³	Specific taxes ⁴	25.72%
	<i>Ad valorem</i> tax ⁵	10.00%
Value-added/sales tax (VAT)		13.79%
Import duty ⁶		0.00%
Other taxes		0.00%
Total excise taxes		49.51%

Design and administration of cigarette taxes

Are taxes applied in mixed fashion (*ad valorem* and excise)? Yes

If a mixed tax system is used, is the tax burden of excise taxes greater than that of *ad valorem* taxes?⁷ Yes

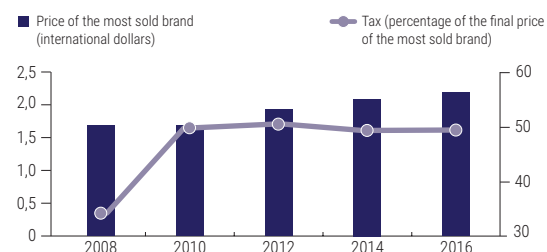
If an *ad valorem* or mixed tax system exists, is a specific minimum tax applied?⁸ No

- The international dollar is a currency unit adjusted for purchasing power parity (PPP) that is used to compare the value of products and services in different countries.
- Taxes: taxes imposed on goods or services which cause consumers to pay higher prices.
- Excise taxes: these have a greater impact on public health since they are applied exclusively to tobacco products and raise their relative price compared to other products and services.
- Specific tax: it is established in relation to quantity, for example, a set quantity of cigarettes, or by weight.
- Ad valorem* tax: is based on the value of the product, such as a percentage of the retail price, the manufacturer's price, etc.
- The effectiveness of import duties in raising sales prices has been declining as countries have signed bilateral, regional, and global trade agreements.
- Specific excise taxes tend to raise consumer prices more, relatively, than *ad valorem* taxes. Imposing the same specific excise tax on all cigarettes sends the clear message that they are all equally detrimental.
- If the tax calculated falls below a specified minimum level, a specific tax rate is applied.

EVOLUTION OF TAXES AND PRICES ON THE MOST POPULAR BRAND OF CIGARETTES

	2008	2010	2012	2014	2016 ⁹
Tax (percentage of the final price of the most sold brand)	34.31%	49.93%	50.59%	49.44%	49.51%
Price of the most sold brand (international dollars)	1.68	1.69	1.93	2.09	2.19

⁹ The country has increased excise taxes on tobacco since 2014; however, due to price variability, this does not necessarily have an effect on the tax indicator.



EVOLUTION OF THE PRICE OF CIGARETTES COMPARED TO INCOME

	2008	2010	2012	2014	2016
Percentage of per capita GDP required to purchase 100 packs ¹⁰	1.64%	1.57%	1.59%	1.56%	1.54%

Have cigarettes become less affordable since 2008? No¹¹

Did cigarettes become less affordable between 2014 and 2016? No

Note: In December 2016, after the cut-off date of the global report, the Colombian Congress approved a 100% increase in the specific component of the excise tax on cigarettes and manufactured tobacco, which resulted in the tax component of the total price rising to 52% in 2017. The measure also includes an additional increase of 50% in January 2018 and annual adjustments as of January 2019 equivalent to the annual change in the consumer price index plus 4 percentage points. As a result, it is expected that in 2019 the taxes will represent about 60% of the total price.

¹⁰ Note that a higher percentage means it is less affordable, which discourages cigarette smoking.

¹¹ The most sold brand of cigarettes has become more affordable since 2008.

Percentage of GDP per capita required to purchase 100 packs



SUPPLEMENTARY INFORMATION ON TAXES

Are tax stamps or bar codes required for tobacco products?	---
Are duty-free sales banned or limited?	---
Is tobacco tax revenue pre-allocated to a specific purpose or activity?	<p>Of the specific excise tax on cigarettes and tobacco, 16% is allocated to sports, according to Law 1393 of 2010. Furthermore, the entire surcharge on cigarette consumption (10% on the retail price) must be allocated to health as follows: 1) universal insurance coverage, 2) merger of contributory and subsidized insurance plans; and 3) funding of services for low-income people of items not covered by demand subsidies. This was defined in Article 7 of Law 1393 of 2010; the criteria for use of these resources are regulated by Decree 1124 of 2011. Both the specific excise tax (including the component set aside for sports) and the surcharge, are revenue administered by the Departments and the Capital District. The value-added tax (VAT) and customs duties are national and are not set aside for a specific purpose.</p>

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--- Data not required/not applicable