Between 1993 and 2009, total taxes on cigarettes (including excise and sales taxes) in South Africa increased from 32% of retail price to 52%. During the same period, cigarette sales declined 30%, government revenue from tobacco taxes increased 800%, and smoking prevalence among adults decreased 25%.

The most effective method for reducing tobacco consumption is to increase the price of tobacco products through tax increases. Higher tobacco prices encourage cessation among existing tobacco users, prevent initiation among potential users, and reduce the quantity of tobacco consumed among continuing users.

Sources