

Supplementary file: Mexico example**Table 1. Baseline estimations**

<i>Inputs and parameters</i>	
WHO region	AMR
Income group	LMIC
Illicit group	B (7-15%)
Share of illicit market (%) (1)	8.2%
Cheap illicit market (% illicit)	33%
Smoking rate (% adults)	12.8%
Total smokers (000s)	12,249
Legal cigarettes (million sticks)	56,000
<i>Baseline estimation</i>	
Total cigarettes (million sticks):	61,002
Legal cigarettes (million sticks)	56,000
Illicit cigarettes (million sticks):	5,002
Cheap illicit cigarettes (million sticks)	1,651
Other illicit cigarettes (millions sticks)	3,351
Total smokers (000s):	12,249
Smokers of legal cigarettes (000s)	11,245
Smokers of illicit cigarettes (000s):	1,004
Smokers of cheap illicit cigarettes (000s)	331
Smokers of other illicit cigarettes (000s)	673
Sticks per day (all smokers)	13.6

Notes: (1) Saenz de Miera Juarez et al (2019).

Table 2. Elimination scenario (gross impact)

<i>Inputs and parameters</i>	
Smokers of cheap illicit cigarettes	
Price increase	55%
Price elasticity	-0.8
Price prevalence elasticity	-0.4
Tax per pack (USD/20 sticks)	1.0
Smokers of other illicit cigarettes	
Price increase	27.5%
Price elasticity	-0.5
Price prevalence elasticity	-0.25
Tax per pack (USD/20 sticks)	1.8
<i>Elimination scenario (gross impact)</i>	
Smokers of illicit cigarettes (000s):	1,004
Shifting to the legal market (000s)	912
Quitting smoking (000s)	92
Smokers of cheap illicit cigarettes (000s):	331
Shifting to the legal market (000s)	279
Quitting smoking (000s)	53
Smokers of other illicit cigarettes (000s):	673
Shifting to the legal market (000s)	633
Quitting smoking (000s)	39
Illicit cigarettes (million sticks):	5,002
Shifting to the legal market (million sticks)	4,134
Decreased consumption (million sticks)	868
Cheap illicit cigarettes (million sticks):	1,651
Shifting to the legal market (million sticks)	1,165
Decreased consumption (million sticks)	486
Other illicit cigarettes (million sticks)	3,351
Shifting to the legal market (millions sticks)	2,969
Decreased consumption (million sticks)	382

Table 3. Elimination scenario (net impact)

<i>Elimination scenario (net impact)</i>	
Total smokers (000s):	12,157
Baseline smokers of legal cigarettes (000s)	11,245
Former illicit smokers that shift (000s)	912
Change in total smokers <i>c.f.</i> baseline (000s)	-92
% change in total smokers <i>c.f.</i> baseline (%)	-0.8%
Total cigarettes (million sticks):	60,134
Baseline legal cigarette sticks (000s)	56,000
Consumption from illicit smokers shifting (000s)	4,134
Change in total consumption <i>c.f.</i> baseline (000s)	-868
% change in total consumption <i>c.f.</i> baseline (%)	-1.4%
Sticks per day (all smokers)	13.6
% change in sticks per day (all smokers)	-1.2%
Change in tax revenue <i>c.f.</i> baseline (USD millions)	327
% change in tax revenue <i>c.f.</i> baseline (%)	6.5%