

Tax in a dot

RR 16-2024: Updated floor price of cigarette, heated tobacco, and vapor products



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Updated floor price of cigarette, heated tobacco, and vapor products

The Bureau of Internal Revenue (BIR) has revised the floor price of cigarette, heated tobacco, and vapor products pursuant to Republic Act No. 11900, also known as the "Vaporized Nicotine and Non-Nicotine Products Regulation Act," as follows:

A. Cigarettes

Packaging	Content per Packaging	Production Cost/Total Landed Cost	Excise Tax (2024)	VAT (12%)	Total Tax	Floor Price
Pack	20 sticks	7.16	63.00	8.42	71.42	78.58
Ream	10 packs	71.60	630.00	84.20	714.20	785.80

B. Heated Tobacco Products

Packaging	Content per Packaging	Production Cost/Total Landed Cost	Excise Tax (2024)	VAT (12%)	Total Tax	Floor Price
Pack	20 sticks	19.54	34.13	6.44	40.57	60.11

C. Vapor Products

1. Nicotine Salt or Salt Nicotine

Packaging	Pack/Fill	Content per Packaging	Production Cost/Total Landed Cost	Excise Tax (2024)	VAT (12%)	Total Tax	Floor Price
Pod	1	2 ml	52.11	109.20	19.36	128.56	180.67
Bottle	1	10 ml	60.36	546.00	72.76	618.76	679.12

2. Conventional 'Freebase' or 'Classic' Nicotine

Packaging	Pack/Fill	Content per Packaging	Production Cost/Total Landed Cost	Excise Tax (2024)	VAT (12%)	Total Tax	Floor Price
Bottle	1	10 ml	99.25	63.00	19.47	82.47	181.72
Bottle	1	30 ml	46.47	189.00	28.26	217.26	263.73

The floor prices shall only be used as a reference for taxation purposes in the absence of other documents/proof for the actual price of the product.

Selling of tobacco products at a price lower than the combined excise and value-added taxes (VAT) shall subject the sellers to a penalty of not less than ten (10) times the amount of excise plus VAT due, but not less than Php200,000.00 nor more than Php500,000.00, and imprisonment of not less than four (4) years but not more than six (6) years.

Please see attached Revenue Regulation No. 16-2024 for your reference. This shall be effective fifteen (15) days from its publication in the Official Gazette or the BIR's website, whichever comes first.

Get in touch

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[Back to top](#)



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