



Maximize the benefits of smoke-free products

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Proportion of markets where PMI smoke-free products are available for sale that are low- and middle-income markets

KPI description

To track progress on broadening access to PMI smoke-free products in different geographies with varying levels of income, PMI reports on the proportion of low- and middle-income markets where PMI smoke-free products are available for sale, out of the total number of markets where PMI smoke-free products are available for sale.

Definitions

Low- and middle-income markets Markets comprising countries classified by the World Bank as low- and middle-income economies based on Gross National Income per capita; or, where no World Bank classification exists, those with Gross National Income per capita below the World Bank low- and middle-income country threshold.

Scope

Included All markets where PMI smoke-free products are available for sale (see KPI number 3), considering the exclusion below.

Excluded PMI Global Travel Retail market is excluded in the income-level classification.

Calculation methodology

Proportion of markets selling PMI smoke-free products which are low- and middle-income markets is calculated as:

$$= \left(\frac{\text{Markets where PMI smoke-free products are available for sale which are low- and middle-income markets}}{\text{Total number of markets where PMI smoke-free products are available for sale}} \right) \times 100\%$$

Estimates and assumptions In case the Gross National Income per capita parameter is not available, PMI may determine alternative parameters as a substitute (e.g., GDP per capita). The classification of each market between income levels is performed on a comparable basis, based on the World Bank report available at the time of the Sustainability Index target setting.

See the independent practitioner's [limited assurance report](#)

Data management

As per above, reporting on the number of markets where PMI smoke-free products are available for sale. Country Income Level report extracted from World Bank website.

Data verification The KPI, as published in [PMI's Value Report 2025](#), has been assured by PwC (limited assurance).