

TOBACCO PRODUCT SALES 2015

Tables A to E
dated May 2016

Manufacturers' returns for 2015 calendar year

Table A1 Product sales 2014-2015

| | Tobacco sold: Cigarettes & RYO | | | Tobacco sold: Cigarettes & RYO | | | Total sales % decrease 2014-5 |
|------------------------------|--------------------------------|-----------|-----------------|--------------------------------|-----------|-----------------|-------------------------------------|
| | Factory m | RYO sales | Total sales | Factory made | RYO sales | Total sales | |
| | 2014 | 2014 | 2014 | 2015 | 2015 | 2015 | |
| | thousands | Kg | Kg/millions | thousands | Kg | Kg/millions | |
| BAT | 1277783 | 379968 | 1657751 | 1197946 | 346192 | 1544138 | -6.9 |
| IMP | 407210 | 164263 | 571473 | 381054 | 182103 | 563157 | -1.5 |
| PM | 153537 | nil | 153537 | 203119 | 6402 | 209521 | 36.5 |
| Other | 19994 | 25532 | 45526 | 28288 | 13098 | 41386 | -9.1 |
| | 1858.5 | 569.8 | 2428.3 | 1810.4 | 547.8 | 2358 | -2.9 |
| | millions | tonnes | millions/tonnes | millions | tonnes | millions/tonnes | |
| Population per adult 15+ yrs | | 3.5667 | | | 3.6423 | | 2.1 |
| Tobacco q per adult | | 681 | | | 647 | | -5.0 |
| per adult at 0.7 g RYO: | | | | | | | |
| tonnes per | 1858.5 | 814.00 | 2673 | 1810.4 | 782.56 | 2593.0 | -3.0 |
| q per adult at 0.7 g RYO | | 749.3 | | | 711.9 | | -5.0 |

The last line is the best indicator of tobacco products per adult bought in 2015.

RYO tobacco made up a record 34.1% of tobacco purchased and 31.6% of tobacco used in 2015.

Table A2 Recommended retail price and consumption changes

| | Recommended retail price, average | | | | Consumption changes% | |
|---------------------|-----------------------------------|-------------|-------------|-------------|----------------------|------------|
| | RRP avg | RRP avg | RRP avg | RRP avg | Percentage change | |
| | FM 2014 | RYO 2014 | FM 2015 | RYO 2015 | FM | RYO |
| BAT | 0.84 | 1.29 | 0.84 | 1.52 | -6.2 | -8.9 |
| Imperial | 0.81 | 1.26 | 0.94 | 1.34 | -6.4 | 10.9 |
| PM | 0.84 | no sales | 1.09 | 1.23 | 32.3 | no sales |
| Other | 0.65 | 1.03 | 0.92 | 1.15 | 41.5 | -48.7 |
| All combined | 0.83 | 1.27 | 0.89 | 1.42 | -2.6 | 4.0 |

Note: BAT kept its FM price constant in both years and lost 6.2% in sales.

BAT increased its RYO price 23 cents in 2015, and lost sales.

Table A3 Tobacco used

| Kg tobacco used | Cigarettes | | Pipe | Cigars | | All | Dry |
|--------------------------|------------|--------|--------|--------|---------------------|----------------|------|
| | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 | 2015 |
| | Kg | Kg | Kg | Kg | Kg | Kg | Kg |
| 1. British American B | 831215 | 348700 | | | 1179915 | 997961 | |
| 2. Imperial | 275430 | 160467 | | | 435897 | 366621 | |
| 3. Philip Morris | 132815 | 6402 | | 2378 | 141595 | 122099 | |
| All others | 34198 | 15775 | 1681 | 5338 | 56992 | 48227 | |
| 4. JT | 3877 | | | | 3877 | much of the | |
| 5. Cosmic Corner | | 104 | | | 104 | data on left | |
| 6. Healthlink Distribut | 1025 | | | | 1025 | is based on | |
| 7. R&S King Ltd | | 1973 | | | 1973 | reported sales | |
| 8. NZ Tob | 17206 | 7685 | | 342 | 25233 | However | |
| 9. Moderna | | | 49 | 0 | 49 | table | |
| 10. New World (NZ) | 8753 | | | | 8753 | exceed | |
| 11. Havana House | | | | 551 | 551 | amounts | |
| 12. Scandinavian Tob | 3337 | 6013 | 1632 | 4445 | 15427 | consumed | |
| Total all | 1273.7 | 531.3 | 1.7 | 7.7 | 1814.4 | 1534.9 | |
| | millions | tonnes | tonnes | tonnes | tonnes | tonnes | |
| Total as dry tobacco | 1101.7 | 425.1 | 1.3 | 6.8 | 1534.9 | | |
| (Usedcigs+RYO)/popul=522 | | | | | 0.845959 | | |
| | | | | | Overall dry/moist = | | |

Table A4

Sales in millions of sticks or tonnes of tobacco, by firms 2015

| Company | BAT | Imperial | PM | Others | Total | unit |
|--|------|----------|-----|--------|--------|------------------------------|
| Cigarettes sales FM | 1198 | 381 | 203 | 28 | 1810.1 | millions cigarettes |
| RYO sales | 346 | 182 | 6 | 13 | 547.8 | tonnes |
| RYO cigarettes 0.7 g of | 495 | 260 | 9 | 19 | 782.6 | millions standard RYOs |
| Pipe tobacco sales | 0 | 0 | 0 | 2 | 1.7 | tonnes |
| Cigars sales | 0 | 0 | 2 | 5 | 7.7 | tonnes sold |
| Total cigarette sticks manufactured + RYO sticks estimated at 0.7 g | | | | | 2592.7 | millions standard cigarettes |
| Pipe and cigars 4 q per pipe, 2 q per cigar | | | | | 4.3 | millions of "smokes" |
| Traditionally estimated (ignoring standard cigarettes and including cigars and pipe sales) | | | | | 2367.3 | millions tonnes |
| RYO standard (0.7 g RYO= Roll your own cigarette tobacco FM = factory made) | | | | | 0.302 | |
| Traditionally estimated total cigarettes ignoring pipes and cigars | | | | | 2358 | |

Table B. Tobacco used in cigars and all tobacco products

B.1 Tobacco used in cigars, 1990-2015, including cigarillos

| Year 31 Dec millions | Cigars | | Cigars | | Cigars Tonnes All firms | No. of cigars Millions Total | Cigars cigarillos q/adult |
|----------------------------|---------------|--------------------|--------------|-----------------|-------------------------------|------------------------------------|---------------------------------|
| | Tonnes BAT | Tonnes Imperial | Tonnes PM | Tonnes Other | | | |
| 1990 | 2 | 0 | 0 | 0 | 3 | 1 | 1 |
| 1991 | 2 | * | * | 9 | 11 | 5 | 4 |
| 1992 | 3 | * | * | * | 3 | 1 | 1 |
| 1993 | 3 | 7 | * | * | 10 | 5 | 4 |
| 1994 | 4 | * | * | * | 4 | 2 | 1 |
| 1995 | 4 | 0 | 7 | 11 | 11 | 6 | 4 |
| 1996 | 4 | * | * | * | 4 | 2 | 1 |
| 1997 | 5 | 0 | 2 | 8 | 15 | 8 | 5 |
| 1998 | 5 | 0 | 3 | 9 | 17 | 8 | 6 |
| 1999 | 5 | 0 | 4 | 8 | 18 | 9 | 6 |
| 2000 | 5 | 0 | 13 | 6 | 24 | 12 | 8 |
| 2001 | 5 | 0 | 4 | 4.4 | 14 | 7 | 5 |
| 2002 | 5 | 0 | 3 | 6.7 | 16 | 8 | 5 |
| 2003 | 5 | **3 | * | 4.8 | 13 | 7 | 4 |
| 2004 | 4.4 | 0 | 4 | 8.3 | 16.5 | 8 | 5 |
| 2005 | 3.8 | 0 | 0 | 13.0 | 16.8 | 8 | 5 |
| 2006 | 3.6 | 0 | 0 | 14.7 | 18.3 | 9 | 6 |
| 2007 | 2.6 | 0 | 0 | 19.4 | 22.0 | 11 | 7 |
| 2008 | | | | | 19.9 | | 6 |
| 2009 | 12.0 | 87 | | 17.7 | 17.8 | 9 | 5 |
| 2010 | 0.0 | 0 | | 14.9 | 14.9 | 7 | 4 |
| 2011 | 0.01 | 0.11 | 0.00 | 18.68 | 18.8 | 9 | 5 |
| 2012 | 0.00 | 0.08 | 1.89 | 13.70 | 15.7 | 8 | 4 |
| 2013 | - | 0.00 | - | 10.80 | 10.8 | 5 | 3 |
| 2014 | | | | | 10.9 | 5 | 3 |
| 2015 | 0.0 | 0.00 | 2.37 | 5.34 | 7.7 | 7.0 | 2.12 |
| 2014-5 | | | | | -29% | 29% | -31% |

Note: * missing data **No return from PM, 2002 value used. In many years, underreporting.

B.2 Tobacco used in all products, 1990-2015

| Year ending 31 Dec | Tonnes used | | Used per adult | | Releases | Sales | Population |
|-----------------------|----------------------|----------------------|------------------|------------------|--|--------------------------------------|--|
| | Used in all products | Used in all products | All tobacco used | All tobacco used | All tobacco products tax-paid inc cigars | All tobacco 1RYO=1g Sales inc cigars | Estimated resident population* calendar year age 15+ |
| | moist tobacco | dry weight tobacco | moist weight | moist weight | g/adult | per adult | millions |
| | a | b | c = b/g | d = a/g | e | f | g |
| 1990 | 4391 | 3758 | 1455 | 1700 | 1972 | 1972 | 2,5829 |
| 1991 | 3836 | 3275 | 1211 | 1429 | 1742 | Sales date | 2,7040 |
| 1992 | 3393 | 2892 | 1058 | 1250 | 1551 | note | 2,7332 |
| 1993 | 3326 | 2830 | 1023 | 1212 | 1531 | note | 2,7673 |
| 1994 | 3423 | 2908 | 1036 | 1231 | 1472 | collected | 2,8055 |
| 1995 | 3452 | 2934 | 1029 | 1222 | 1472 | | 2,8515 |
| 1996 | 3452 | 2941 | 1016 | 1203 | 1506 | 1467 | 2,8958 |
| 1997 | 3402 | 2896 | 989 | 1170 | 1443 | 1433 | 2,9282 |
| 1998 | 3258 | 2771 | 943 | 1112 | 1377 | 1373 | 2,9393 |
| 1999 | 3115 | 2647 | 894 | 1061 | 1319 | 1321 | 2,9595 |
| 2000 | 2845 | 2414 | 810 | 960 | 1355 | 1166 | 2,9808 |
| 2001 | 2580 | 2186 | 727 | 867 | 1144 | 1085 | 3,0075 |
| 2002 | 2755 | 2334 | 763 | 916 | 1211 | 1101 | 3,0611 |
| 2003 | 2539 | 2144 | 686 | 812 | 1016 | 1090 | 3,1259 |
| 2004 | 2521 | 2143 | 674 | 793 | 1000 | 991 | 3,1780 |
| 2005 | 2513 | 2122 | 659 | 780 | 1038 | 997 | 3,2210 |
| 2006 | 2543 | 2143 | 656 | 778 | 1026 | 976 | 3,2665 |
| 2007 | 2506 | 2102 | 629 | 750 | 1003 | 944 | 3,3424 |
| 2008 | | | | | 985 | | 3,3816 |
| 2009 | 2457 | 2073 | 605 | 717 | 966 | 961 | 3,4268 |
| 2010 | 2342 | 1978 | 569 | 674 | discontinued by Statistics NZ | 866 | 3,4757 |
| 2011 | 2126 | 1797 | 512 | 605 | | 779 | 3,5131 |
| 2012 | 2087 | 1785 | 498 | 589 | | 741 | 3,5433 |
| 2013 | 1802 | 1524 | 427 | 505 | | 692 | 3,5864 |
| 2014 | 1866 | 1578 | 442 | 523 | | 684 | 3,5867 |
| 2015 | 1806 | 1524 | 418 | 496 | | 649 | 3,6423 |
| 2014-5 | -3.2% | -3.4% | -5.4% | -5.7% | | -5.0% | 2.1% |
| 1990-15 | -58.9% | -59.4% | -71.2% | -70.8% | | -67.1% | 41.0% |

Column

- a For tax paid tobacco, www.statistics.govt.nz, annual releases, up to 2009.
 - b From 2010 onwards, sales in Tables G and I provide release data.
 - c From Table A2, traditionally calculated, divided by population in col. g One cigar = 2 g
 - d Dry weight from Table 2 in column b divided by population in column g
 - e Tax paid data 1990-2009, then from 2010 onwards copied from sales per adult in col f
 - f Column g: Pre-1991, defacto population National population estimates by age group. From www.statistics.govt.nz in downloadable resident population tables.
 - g From 1991, resident population, age 15 years and over, for mean year ending Dec 31.
- Source Pre-1999, read Wills for Imperial, and read Rothmans for BAT. Sales /adult derived from Tables H4, B1, B2. Moisture per product class: see Table A3.

Table C. Tobacco used in manufactured cigarettes, 1990-2015

| Year ending 31 Dec. | Cigarettes # | | Cigarettes # | | Tobacco used# All firms tonnes | Released for sale excise paid millions cigs | Tobacco Moist weight q per cigarette | | Per adult used el/pop15+ | Released for sale excise paid cigs/adult f/pop15+ |
|------------------------|---------------|--------------------|--------------|------------------|--------------------------------------|--|---|--------|--------------------------------|---|
| | BAT tonnes | Imperial tonnes | PM tonnes | Others tonnes | | | e=a+b+c+d | g=f/a | | |
| 1990 | 2745 | 1024 | *1 | * | 3770 | 4489 | 0.840 | 1460 | 1738 | |
| 1991 | 2271 | 879 | * | * | 3150 | 4014 | 0.785 | 1165 | 1484 | |
| 1992 | 2030 | 666 | 32 | * | 2729 | 3466 | 0.787 | 998 | 1268 | |
| 1993 | 1973 | 572 | 47 | * | 2593 | 3381 | 0.767 | 937 | 1222 | |
| 1994 | 1874 | 668 | 56 | * | 2597 | 3396 | 0.765 | 926 | 1210 | |
| 1995 | 1862 | 703 | 57 | 13 | 2635 | 3338 | 0.772 | 924 | 1171 | |
| 1996 | 1939 | 730 | 69 | 8 | 2746 | 3660 | 0.750 | 948 | 1264 | |
| 1997 | 1866 | 710 | 87 | 8 | 2671 | 3449 | 0.775 | 912 | 1178 | |
| 1998 | 1705 | 662 | 108 | 7 | 2502 | 3263 | 0.767 | 851 | 1110 | |
| 1999 | 1622 | 631 | 101 | 5 | 2358 | 3119 | 0.756 | 797 | 1054 | |
| 2000 | 1593 | 386 | 108 | 5 | 2092 | 3152 | 0.664 | 702 | 1057 | |
| 2001 | 1425 | 319 | 109 | 9 | 1861 | 2808 | 0.714 | 619 | 920 | |
| 2002 | 1519 | 343 | 115 | 12 | 1988 | 2817 | 0.706 | 650 | 867 | |
| 2003 | 1300 | 304 | 106 | 10 | 1720 | 2367 | 0.727 | 550 | 757 | |
| 2004 | 1291 | 285 | 102 | 11 | 1689 | 2320 | 0.728 | 531 | 730 | |
| 2005 | 1280 | 284 | 12 | 1 | 1577 | 2436 | 0.647 | 490 | 756 | |
| 2006 | 1296 | 282 | 9 | 1 | 1587 | 2439 | 0.651 | 486 | 747 | |
| 2007 | 1263 | 292 | 105 | 21 | 1681 | 2445 | 0.687 | 503 | 732 | |
| 2008 | | | | | | 2440 | | 469 | 722 | |
| 2009 | 1187 | 294 | 9 | 1 | 1491 | 2436 | 0.612 | 435 | 711 | |
| 2010 | 1042 | 281 | 115 | 30 | 1468 | 2220 | 0.661 | 422 | 639 | |
| 2011 | 1155 | 283 | 120 | 23 | 1581 | 2083 | 0.759 | 450 | 593 | |
| 2012 | 1042 | 281 | 115 | 27 | 1465 | 2017 | 0.726 | 413 | 569 | |
| 2013 | 937 | 271 | 92 | 33 | 1333 | 1886 | 0.707 | 374 | 529 | |
| 2014 | 876 | 292 | 104 | 28 | 1300 | 1859 | 0.700 | 365 | 521 | |
| 2015 | 831 | 275 | 133 | 62 | 1300 | 1810 | 0.718 | 357 | 497 | |
| 2014-15 | -5.1% | -5.9% | 27.9% | 119.1% | 0.0% | -2.6% | 2.7% | -2.1% | -4.6% | |
| 1990-15 | -69.7% | -73.2% | | | -65.5% | -59.7% | -14.5% | -75.5% | -71.4% | |

Note: * under reported Duty-free sales reports -65.5% Adult population see Table B2.

Column
 a BAT = British American Tobacco For data prior to 1999, read Rothmans.
 b Imperial Tobacco Company For data prior to 1999, read WD and HO Wills NZ Ltd
 c PM = Philip Morris.
 e=a+b+c+d
 f Tax paid volumes up to 2009 from www.statistics.govt.nz, after which tax paid volumes no longer published
 From 2010, based on cigarette sales in Table G, also summarised in Table A1.
 g Moist weight of tobacco per manufactured cigarette
 h Tobacco used in manufactured cigarettes per adult aged 15 years and over, whether smoker or not
 i Released per adult age 15 and over, millions of cigarettes
 Comment Value for 2011-12 for col q is abnormally high by this method.

D 1. Cigarette RYO tobacco used and sold

| Year end Dec. | Used | | | | | Total | g/adult/year | Sold | | |
|------------------|---------------|--------------------|--------------|-----------------|------|-------|--------------|---------------------|------------------------|-----------------------|
| | BAT tonnes | Imperial tonnes | PM tonnes | Other tonnes | e | | | RYO sales tonnes | RYO sales per adult | RYO taxpaid tonnes |
| 1990 | 249 | 342 | | | 591 | 229 | | | 575 | |
| 1991 | 280 | 366 | 9 | | 656 | 242 | | | 623 | |
| 1992 | 323 | 312 | | 4.6 | 640 | | | | 746 | |
| 1993 | 320 | 370 | 9 | 3.2 | 694 | 251 | | | 782 | |
| 1994 | 316 | 477 | 12 | 1.1 | 806 | 5 | 793 | 283 | 670 | |
| 1995 | 306 | 477 | | | 782 | 274 | 782 | 274 | 785 | |
| 1996 | 257 | 422 | 12 | 1.0 | 692 | 0 | 674 | 233 | 639 | |
| 1997 | 251 | 442 | 12 | 10 | 715 | 0 | 699 | 239 | 716 | |
| 1998 | 254 | 462 | 7 | 1.2 | 724 | 246 | 724 | 246 | 741 | |
| 1999 | 145 | 0 | 2 | 0.6 | 147 | 246 | 710 | 240 | 724 | |
| 2000 | 533 | 180 | 8 | | 721 | 242 | 710 | 238 | 832 | |
| 2001 | 545 | 146 | 7 | | 698 | 232 | 731 | 243 | 772 | |
| 2002 | 584 | 151 | 7 | | 742 | 242 | 775 | 253 | 801 | |
| 2003 | 617 | 179 | 2 | | 799 | 255 | 803 | 257 | 787 | |
| 2004 | 646 | 176 | -20 | 0.3 | 803 | 253 | 837 | 263 | 834 | |
| 2005 | 666 | 144 | 0 | 0.8 | 811 | 252 | 834 | 259 | 883 | |
| 2006 | 670 | 145 | 0 | 2 | 817 | 250 | 836 | 256 | 873 | |
| 2007 | 644 | 145 | 1 | 3.1 | 794 | 237 | 794 | 238 | 898 | |
| 2008 | | | | | | | | | 870 | |
| 2009 | 632 | 159 | 0 | 10 | 801 | 234 | 825 | 241 | 850 | |
| 2010 | 580 | 151 | 1 | 3 | 735 | 211 | 771 | 222 | not avail | |
| 2011 | 477 | 147 | 0.3 | 16 | 641 | 182 | 631 | 180 | not avail | |
| 2012 | 477 | 147 | 0.3 | 7 | 632 | 178 | 593 | 167 | not avail | |
| 2013 | 417 | 140 | 0.0 | 25 | 582 | 163 | 564 | 158 | not avail | |
| 2014 | 381 | 144 | 0.0 | 28 | 553 | 155 | 570 | 160 | not avail | |
| 2015 | 349 | 160 | 6.4 | 3 | 519 | 142 | 548 | 150 | not avail | |
| 2014-15 | -8% | 11% | | -88% | -6% | -8% | -4% | -6% | | |
| 1990-15 | 40% | -53% | | | -12% | -38% | | | | |

Column
 a, b, c, d. Tobacco used by firms from Table A1.
 e sum of a+b+c+d = total reported use of tobacco in manufacture, all firms combined.
 f e divided by population 15 years and over, from Table B2.
 g RYO sales minus Pipe sales in tonnes from Table I1.
 h column g divided by population from Table B2.
 i From Table D2, taxpaid tonnage of loose tobacco after subtracting pipe tobacco sales in tonnes.

D.2 Pipe Tobacco, and all Loose tobacco used

| Year ending | Pipe Tobacco | | | | Pipesales/ac All loose tobacco | | | RYO only |
|-------------|---------------|--------------------|---------------------|---------------|---|------------------------|---------------------|-----------------------------------|
| | Tobacco used | | | | total sales Pipe tobacco tonnes/adult | Excise -paid, released | | Excise paid RYO only Tonnes |
| | BAT tonnes | Imperial tonnes | all other tonnes | All tonnes | | RYO+pipe tonnes | RYO+pipe g/adult | |
| 1990 | 25 | 3 | | 27 | 54.9 | 602 | 233 | 575 |
| 1991 | 22 | 7 | | 29 | 57.1 | 652 | 241 | 623 |
| 1992 | 20 | 2 | | 22 | 43.9 | 768 | 281 | 746 |
| 1993 | 19 | 6 | 4 | 28 | 56.8 | 810 | 293 | 782 |
| 1994 | 18 | 6 | | 24 | 47.9 | 694 | 247 | 670 |
| 1995 | 17 | 6 | | 23 | 45.1 | 808 | 283 | 785 |
| 1996 | 14 | 5 | | 19 | 37.3 | 658 | 227 | 639 |
| 1997 | 14 | 2 | | 16 | 31.8 | 732 | 250 | 716 |
| 1998 | 15 | 0 | | 15 | 29.4 | 756 | 257 | 741 |
| 1999 | 12 | 0 | | 12 | 24.1 | 736 | 249 | 724 |
| 2000 | 8.0 | 1.1 | 0 | 9.1 | 18.2 | 841 | 282 | 832 |
| 2001 | 6.9 | 0.8 | | 7.7 | 15.4 | 780 | 259 | 772 |
| 2002 | 6.6 | 0.7 | 1.4 | 8.7 | 17.4 | 810 | 265 | 801 |
| 2003 | 6.1 | 0.7 | 1.3 | 8.0 | 16.1 | 795 | 254 | 787 |
| 2004 | 5.2 | 0.7 | 1.0 | 6.9 | 13.8 | 841 | 265 | 834 |
| 2005 | 4.0 | 0.6 | 10.9 | 0.8 | 16.3 | 889 | 276 | 873 |
| 2006 | 4.1 | 0.6 | 10.3 | 1.2 | 16.2 | 889 | 272 | 873 |
| 2007 | 2.1 | 0.6 | 12 | 1.2 | 15.8 | 889 | 266 | 873 |
| 2008 | | | | | 0.0 | 870 | 257 | 870 |
| 2009 | 0.0 | 0.6 | 13.2 | 1.1 | 14.8 | 856 | 250 | 841 |
| 2010 | 0.0 | 0.5 | 3.4 | 3.9 | 7.7 | 775 | 223 | 767 |
| 2011 | 0.0 | 0.3 | 3.4 | 3.8 | 7.5 | 638 | 182 | 631 |
| 2012 | 0.0 | 0.3 | 0.0 | 2.1 | 2.4 | 595 | 168 | 593 |
| 2013 | 0.0 | 0.0 | 6.2 | 6.2 | 12.4 | 576 | 162 | 564 |
| 2014 | 0.0 | 0.0 | 0.0 | 3.7 | 3.7 | 571 | 160 | 568 |

| | | | | | | | | |
|--------|-----|-----|-----|------|------|-----|-----|-----|
| 2015 | 0.0 | 0.0 | 0.0 | 1.7 | 1.7 | 547 | 150 | 546 |
| 2014-5 | | | | -55% | -55% | -4% | -6% | -4% |

Table E. Firms' market share of tobacco used

E 1. Tobacco product classes by tobacco usage 1990-2015
based on dry weight of tobacco content

| YE Dec | Cigarettes | Ryo tobacc | Pipe tobacc | Cigars | Total |
|--------|------------|------------|-------------|--------|--------|
| 1990 | 86.8% | 12.6% | 0.6% | 0.1% | 100% |
| 1991 | 83.2% | 15.8% | 0.7% | 0.3% | 100% |
| 1992 | 81.6% | 17.7% | 0.6% | 0.1% | 100% |
| 1993 | 79.2% | 19.6% | 0.8% | 0.3% | 100% |
| 1994 | 77.3% | 22.0% | 0.7% | 0.1% | 100% |
| 1995 | 77.7% | 21.3% | 0.6% | 0.3% | 100% |
| 1996 | 80.8% | 18.6% | 0.5% | 0.3% | 100% |
| 1997 | 80.1% | 19.4% | 0.5% | 0.5% | 100% |
| 1998 | 78.1% | 20.9% | 0.4% | 0.5% | 100% |
| 1999 | 77.1% | 22.0% | 0.4% | 0.6% | 100% |
| 2000 | 74.9% | 24.2% | 0.3% | 0.9% | 100% |
| 2001 | 73.6% | 25.8% | 0.3% | 0.6% | 100% |
| 2002 | 73.7% | 25.8% | 0.3% | 0.6% | 100% |
| 2003 | 69.4% | 30.2% | 0.3% | 0.5% | 100% |
| 2004 | 68.2% | 30.9% | 0.2% | 0.7% | 100% |
| 2005 | 68.5% | 30.6% | 0.2% | 0.7% | 100% |
| 2006 | 68.7% | 30.5% | 0.2% | 0.6% | 100% |
| 2007 | 68.9% | 29.9% | 0.2% | 0.9% | 100% |
| 2008 | | | | | |
| 2009 | 68.1% | 30.9% | 0.2% | 0.8% | 100% |
| 2010 | 69.4% | 29.7% | 0.2% | 0.7% | 100% |
| 2011 | 70.4% | 28.5% | 0.1% | 1.0% | 100% |
| 2012 | 71.1% | 28.0% | 0.1% | 0.8% | 100% |
| 2013 | 69.1% | 30.2% | 0.1% | 0.6% | 100% |
| 2014 | 71.3% | 28.0% | 0.2% | 0.5% | 100% |
| 2015 | 71.8% | 27.7% | 0.1% | 0.4% | 100.0% |

Note: Percentages (from bottom of Table A3) are based on dry weight after subtracting moisture.
 Nasal tobacco snuff is sold in small quantity by some tobacconists.
 Prior to 1999, for BAT read Rothmans, for Imperial read Wills.

E. 2 Tobacco used, by firm; tonnes, 1990-2015

| ending 31 Dec | All product | | | | All products moist weight tonnes | Change % from previous year |
|------------------|---------------|----------|----------|--------|--|-----------------------------------|
| | BAT | Imperial | P Morris | Other | | |
| | tonnes | tonnes | tonnes | tonnes | | |
| 1990 | 3023 | 1369 | 1 | 27 | 4420 | |
| 1991 | 2573 | 1252 | 0 | 29 | 3854 | -12.8% |
| 1992 | 2374 | 980 | 32 | 27 | 3412 | -11.5% |
| 1993 | 2312 | 949 | 51 | 32 | 3344 | -2.0% |
| 1994 | 2208 | 1151 | 61 | 24 | 3443 | 3.0% |
| 1995 | 2185 | 1186 | 57 | 36 | 3464 | 0.6% |
| 1996 | 2211 | 1157 | 72 | 28 | 3468 | 0.1% |
| 1997 | 2132 | 1154 | 94 | 9 | 3389 | -2.3% |
| 1998 | 1975 | 1144 | 115 | 8 | 3242 | -4.3% |
| 1999 | 1900 | 1086 | 107 | 6 | 3099 | -4.4% |
| 2000 | 2139 | 567 | 129 | 11 | 2846 | -8.2% |
| 2001 | 1982 | 465 | 119 | 13 | 2580 | -9.3% |
| 2002 | 2115 | 495 | 127 | 18 | 2755 | 6.8% |
| 2003 | 1928 | 484 | 113 | 15 | 2539 | -7.8% |
| 2004 | 1847 | 443 | 112 | 19 | | |
| 2005 | 1954 | 429 | 93 | 37 | 2513 | |
| 2006 | 1974 | 428 | 104 | 34 | 2539 | |
| 2007 | 1912 | 438 | 106 | 47 | 2503 | -1.4% |
| 2008 | not available | | | | | |
| 2009 | 1819 | 453 | 122 | 62 | 2457 | |
| 2010 | 1735 | 435 | 120 | 51 | 2342 | -4.7% |
| 2011 | 1519 | 429 | 115 | 62 | 2125 | -9.2% |
| 2012 | 1503 | 443 | 95 | 51 | 2092 | -1.6% |
| 2013 | 1354 | 411 | 92 | 72 | 1929 | -7.8% |
| 2014 | 1257 | 436 | 104 | 69 | 1866 | -3.3% |
| 2015 | 1180 | 436 | 142 | 57 | 1815 | -2.7% |

Source: Table A3.

E.3 Firms' manufactured cigarette volume sales

| Year to Dec | BAT millions | Imperial millions | P.Morris millions | Other millions | Total millions | Change % from previous year | |
|-------------|-----------------|----------------------|----------------------|-------------------|-------------------|--------------------------------|---------------|
| 1994 | 2426 | 881 | 69 | 0 | 3376 | | |
| 1995 | 2425 | 928 | 59 | | 3412 | 1.0% | From Table C. |
| 1996 | 2529 | 960 | 83 | 10 | 3583 | 5.0% | |
| 1997 | 2432 | 932 | 110 | 10 | 3484 | -2.8% | |
| 1998 | 2301 | 833 | 158 | 8 | 3300 | -5.3% | |
| 1999 | 2230 | 830 | 148 | 7 | 3215 | -2.6% | |
| 2000 | 2170 | 421 | 128 | 3 | 2722 | -15.3% | |
| 2001 | 1956 | 426 | 132 | 7 | 2521 | -7.4% | |
| 2002 | 2060 | 458 | 139 | 13 | 2670 | 5.9% | |
| 2003 | 2039 | 407 | 134 | 1 | 2580 | -3.4% | |
| 2004 | 1809 | 400 | 93 | 18 | 2331 | -9.7% | |
| 2005 | 1792 | 394 | 126 | 23 | 2335 | 0.2% | |
| 2006 | 1787 | 366 | 137 | 25 | 2345 | 0.4% | |
| 2007 | 1745 | 412 | 141 | 35 | 2350 | 0.2% | |
| 2008 | not available | | | | 2328 | | |
| 2009 | 1684 | 416 | 168 | 39 | 2306 | -0.9% | |
| 2010 | 1614 | 401 | 168 | 36 | 2220 | -3.7% | |
| 2011 | 1477 | 414 | 161 | 31 | 2083 | -6.2% | |
| 2012 | 1446 | 410 | 129 | 31 | 2017 | -3.2% | |
| 2013 | 1354 | 376 | 134 | 32 | 1896 | -6.0% | |
| 2014 | 1278 | 407 | 154 | 20 | 1859 | -2.0% | |
| 2015 | 1198 | 381 | 203 | 28 | 1810 | -2.6% | Table A1 |

E.4 Firms' share by volume of manufactured cigarettes sold

| YE Dec | BAT | Imperial | P.Morris | Other | All | |
|--------|---------------|----------|----------|-------|--------|--------------|
| 1994 | 72% | 26% | 2% | 0% | 100% | |
| 1995 | 71% | 27% | 2% | 0.0% | 100% | Moist weight |
| 1996 | 71% | 27% | 2% | 0.3% | 100% | |
| 1997 | 70% | 27% | 3% | 0.3% | 100% | |
| 1998 | 70% | 25% | 5% | 0.2% | 100% | |
| 1999 | 69% | 26% | 5% | 0.2% | 100% | |
| 2000 | 80% | 15% | 5% | 0.1% | 100% | |
| 2001 | 78% | 17% | 5% | 0.3% | 100% | |
| 2002 | 77% | 17% | 5% | 0.5% | 100% | |
| 2003 | 79% | 16% | 5% | 0.0% | 100% | |
| 2004 | 78% | 17% | 4% | 0.8% | 100% | |
| 2005 | 77% | 17% | 5% | 0.9% | 100% | |
| 2006 | 76% | 17% | 6% | 1% | 100% | |
| 2007 | 74% | 18% | 6% | 1% | 100% | |
| 2008 | not available | | | | | |
| 2009 | 73% | 18% | 7% | 2% | 100% | |
| 2010 | 73% | 18% | 8% | 2% | 100% | |
| 2011 | 70.9% | 19.9% | 7.7% | 1.5% | 100% | |
| 2012 | 71.7% | 20.3% | 6.4% | 1.6% | 100% | |
| 2013 | 71.4% | 19.8% | 7.1% | 1.7% | 100% | |
| 2014 | 68.8% | 21.9% | 8.3% | 1.1% | 100% | |
| 2015 | 66.2% | 21.0% | 11.2% | 1.5% | 100.0% | |

E.5 Firms' share by weight, of dry tobacco used, all products

| YE Dec | BAT | Imperial | P.Morris | Other | All |
|--------|---------------|----------|----------|-------|--------|
| 1990 | 68.4% | 31.0% | 0.0% | 0.6% | 100.0% |
| 1991 | 66.8% | 32.5% | 0.0% | 0.7% | 100.0% |
| 1992 | 69.6% | 28.7% | 0.9% | 0.8% | 100.0% |
| 1993 | 69.2% | 28.4% | 1.5% | 0.9% | 100.0% |
| 1994 | 64.1% | 33.4% | 1.8% | 0.7% | 100.0% |
| 1995 | 63.1% | 34.2% | 1.6% | 1.0% | 100.0% |
| 1996 | 63.7% | 33.4% | 2.1% | 0.8% | 100.0% |
| 1997 | 62.9% | 34.0% | 2.8% | 0.3% | 100.0% |
| 1998 | 60.9% | 35.3% | 3.8% | 0.2% | 100.0% |
| 1999 | 61.3% | 35.0% | 3.5% | 0.2% | 100.0% |
| 2000 | 75.2% | 19.9% | 4.5% | 0.4% | 100.0% |
| 2001 | 76.8% | 18.0% | 4.6% | 0.5% | 100.0% |
| 2002 | 76.8% | 18.0% | 4.6% | 0.7% | 100.0% |
| 2003 | 75.9% | 19.1% | 4.4% | 0.6% | 100.0% |
| 2004 | 77.3% | 17.5% | 4.4% | 0.8% | 100.0% |
| 2005 | 77.7% | 17.0% | 3.8% | 1.5% | 100.0% |
| 2006 | 77.6% | 16.8% | 4.2% | 1.4% | 100.0% |
| 2007 | 76.3% | 17.5% | 4.3% | 1.9% | 100.0% |
| 2008 | not available | | | | |
| 2009 | 73.9% | 18.4% | 5.1% | 2.6% | 100.0% |
| 2010 | 74.0% | 18.5% | 5.3% | 2.2% | 100.0% |
| 2011 | 71.5% | 20.1% | 5.6% | 3.0% | 100.0% |
| 2012 | 71.6% | 20.2% | 5.6% | 2.7% | 100.0% |
| 2013 | 75.2% | 15.3% | 5.2% | 4.0% | 100.0% |
| 2014 | 68.8% | 21.9% | 8.3% | 10.8% | 100.0% |
| 2015 | 65.0% | 23.9% | 7.9% | 3.1% | 100.0% |

Dry tobacco from Table A3

1534.9

Note: Total dry tobacco for latest year is shown in Table A3

E6. Manufacturers' reported sales: standard and traditionally counted

Based on Tables C, B2, and D2, and assumption of 0.7 g tobacco per RYO cigarette

| Source | Manufactured red cigarettes sold | RYO tobacco sold | RYO standard cigarettes | Total standard cigarettes | Manufactured cigs sold per adult | RYO standard cigarettes 0.7 g sold per adult | Total standard cigarettes per adult (rye=0.7g) | Total cigarettes per adult (traditional rye = 1g) |
|-----------|----------------------------------|------------------|-------------------------|---------------------------|----------------------------------|--|--|---|
| Units | millions | tonnes | millions | millions | sticks | sticks | sticks | sticks |
| Year | a | b | c=b/0.7 | d=a+c | e=a/pop15+ | f=c/pop15+ | g=e+f | h=(a+b)/pop15 |
| 1990 | 4489 | 575 | 821 | 5310 | 1735 | 318 | 2056 | 1950 |
| 1991 | 3569 | 674 | 963 | 4532 | 1232 | 333 | 1565 | 1465 |
| 1992 | 3483 | 699 | 999 | 4482 | 1189 | 341 | 1530 | 1428 |
| 1993 | 3296 | 724 | 1034 | 4330 | 1121 | 352 | 1473 | 1368 |
| 1994 | 3183 | 710 | 1014 | 4197 | 1076 | 343 | 1418 | 1315 |
| 1995 | 2721 | 710 | 1014 | 3735 | 913 | 340 | 1253 | 1151 |
| 1996 | 2516 | 731 | 1044 | 3560 | 837 | 347 | 1184 | 1080 |
| 1997 | 2581 | 775 | 1107 | 3688 | 843 | 362 | 1205 | 1096 |
| 1998 | 2596 | 803 | 1147 | 3743 | 830 | 367 | 1197 | 1087 |
| 1999 | 2331 | 837 | 1196 | 3527 | 733 | 376 | 1110 | 997 |
| 2000 | 2335 | 834 | 1191 | 3526 | 725 | 370 | 1095 | 984 |
| 2001 | 2350 | 836 | 1194 | 3544 | 719 | 366 | 1085 | 975 |
| 2002 | 2344 | 794 | 1134 | 3478 | 701 | 339 | 1041 | 939 |
| 2003 | 2324 | 870 | 1243 | 3567 | 687 | 368 | 1055 | 945 |
| 2004 | 2305 | 825 | 1179 | 3484 | 673 | 344 | 1017 | 913 |
| 2005 | 2220 | 771 | 1101 | 3321 | 639 | 317 | 956 | 861 |
| 2006 | 2083 | 631 | 901 | 2984 | 593 | 257 | 849 | 772 |
| 2007 | 2017 | 593 | 846 | 2863 | 569 | 239 | 808 | 736 |
| 2008 | 1886 | 583 | 833 | 2719 | 529 | 234 | 762 | 692 |
| 2009 | 1859 | 570 | 814 | 2673 | 521 | 228 | 749 | 681 |
| 2010 | 1810 | 548 | 783 | 2593 | 497 | 215 | 712 | 647 |
| 2014-5 | -2.6 | -3.9 | -3.9 | -3.0 | -4.6 | -5.9 | -5.0 | -4.9 |
| 2010-15 | -18.5 | -29.0 | -29.0 | -21.9 | -22.2 | -32.2 | -25.5 | -24.8 |
| 1990-2015 | -59.7 | -4.7 | -4.7 | -51.2 | -71.4 | -32.4 | -65.4 | -67.0 |

653.0
-5.1
-2.6

This graph in orange indicates inclusion of 0.7 g RYOs. This gives the best guide to decline in cigarette smoking.

TOBACCO PRODUCT SALES Tables G to I Manufacturers' returns for 2015 calendar year

Table G. Manufactured cigarettes 2015; smoke tests, volume sales, prices, and \$ sales, by brand

| Brand | Variant or type | Pack size | Tar mg/cig | Nicotine mg/cig | Tar/Nic ratio | CO mg/cig | '000 sticks | cost per pack | '000 receipts | \$/cigarette |
|-------------------|-----------------|-----------|------------|-----------------|---------------|-----------|---------------------|---------------|---------------|--------------|
| | | a | b | c | d | e | g | h | i'g | i=h/a |
| | | 2015 | 2015 | 2015 | 2015 | 2015 | Volume | (\$) | Cost | Cost/cig |
| BAT brands | | | | | | | | | | |
| | | | | | | | Club | 54123 | | |
| Club | Classic Red | 20 | 14 | 1.3 | 10.8 | 13.0 | 37125 | 17.90 | 33226 | 0.90 |
| | Orig Blue | 20 | 11 | 1.1 | 10.0 | 13.0 | 8736 | 17.90 | 7819 | 0.90 |
| | Me Green | 20 | 11 | 0.8 | 13.8 | 15.0 | 8262 | 17.90 | 7394 | 0.90 |
| | | | | | | | Dunhill | 66696 | | |
| Dunhill | Premier | 20 | 11.0 | 1.1 | 10.0 | 14.0 | 5380 | 19.20 | 5165 | 0.96 |
| | Chilled rele | 20 | 12.0 | 0.9 | 13.3 | 12.0 | 5351 | 19.20 | 5137 | 0.96 |
| | Distinct | 20 | 9.0 | 0.9 | 10.0 | 11.0 | 9264 | 19.20 | 8893 | 0.96 |
| | Premier TFI | 20 | 11.0 | 1.0 | 11.0 | 14.0 | 9914 | 19.20 | 9518 | 0.96 |
| | Distinct TFI | 20 | 8.0 | 0.8 | 10.0 | 11.0 | 19965 | 19.20 | 19166 | 0.96 |
| | Switch | 20 | 10.0 | 1.0 | 10.0 | 10.0 | 15806 | 19.20 | 15174 | 0.96 |
| | F.Cut Navy | 20 | 9.0 | 0.9 | 10.0 | 10.0 | 97 | 19.70 | 96 | 0.99 |
| | F.Cut White | 20 | 4.0 | 0.5 | 8.0 | 5.0 | 919 | 19.70 | 905 | 0.99 |
| | | | | | | | Freedom | 86601 | | |
| Freedom | Blue | 20 | 11.0 | 1.1 | 10.0 | 12.0 | 429 | 15.50 | 332 | 0.78 |
| | Green | 20 | 11.0 | 0.8 | 13.8 | 13.0 | 1114 | 15.50 | 863 | 0.78 |
| | Red | 20 | 14.0 | 1.4 | 10.0 | | 5249 | 16.00 | 4199 | 0.80 |
| | Red | 30 | 14.0 | 1.4 | 10.0 | | 5853 | 22.90 | 4468 | 0.76 |
| | Black | 20 | 14.0 | 1.4 | 10.0 | 15.0 | 41721 | 15.50 | 32333 | 0.78 |
| | Black | 30 | 14.0 | 1.4 | 10.0 | | 32235 | 22.90 | 24606 | 0.76 |
| | | | | | | | Holiday | 213016 | | |
| Holiday | Blue | 20 | 11.0 | 1.2 | 9.2 | 12.0 | 25012 | 18.00 | 22510 | 0.90 |
| | Blue | 25 | 11.0 | 1.2 | 9.2 | 12.0 | 14743 | 22.40 | 13210 | 0.90 |
| | Blue | 30 | 11.0 | 1.2 | 9.2 | 12.0 | 12969 | 26.90 | 11629 | 0.90 |
| | Blue 2*25T | 50 | 11.0 | 1.2 | 9.2 | 12.0 | 493 | 43.80 | 432 | 0.88 |
| | Green 2*25 | 50 | 11.0 | 0.8 | 13.8 | 13.0 | 313 | 43.80 | 274 | 0.88 |
| | Green | 25 | 11.0 | 0.8 | 13.8 | 13.0 | 10662 | 22.40 | 9553 | 0.90 |
| | Green | 30 | 11.0 | 0.8 | 13.8 | 13.0 | 10817 | 26.90 | 9699 | 0.90 |
| | Boost | 20 | 12.0 | 0.9 | 13.3 | 12.0 | 23952 | 18.00 | 21557 | 0.90 |
| Holiday | Red | 20 | 14.0 | 1.3 | 10.8 | 15.0 | 44385 | 18.00 | 39946 | 0.90 |
| | Red | 25 | 14.0 | 1.3 | 10.8 | 15.0 | 21483 | 22.40 | 19249 | 0.90 |
| | Red | 30 | 14.0 | 1.3 | 10.8 | 15.0 | 23774 | 26.90 | 21318 | 0.90 |
| | Red 2x25TF | 50 | 14.0 | 1.3 | 10.8 | 15.0 | 4855 | 43.80 | 4253 | 0.88 |
| | Gold | 20 | 6.0 | 0.6 | 10.0 | 6.0 | 217 | 18.00 | 195 | 0.90 |
| | EscapeRed | 20 | 14.0 | 1.2 | 11.7 | 15.0 | 562 | 15.00 | 422 | 0.75 |
| | EscapeBlue | 20 | 11.0 | 1.2 | 9.2 | 12.0 | 150 | 15.00 | 113 | 0.75 |
| | EscapeGreen | 20 | 11.0 | 0.8 | 13.8 | 13.0 | 145 | 15.00 | 109 | 0.75 |
| | SupersRed | 20 | 14.0 | 1.3 | 10.8 | 17.0 | 10142 | 18.00 | 9128 | 0.90 |
| | SupersBlue | 20 | 12.0 | 1.2 | 10.0 | 15.0 | 4038 | 18.00 | 3634 | 0.90 |
| | SupersGreen | 20 | 11.0 | 0.8 | 13.8 | 15.0 | 4304 | 18.00 | 3873 | 0.90 |
| | | | | | | | Lucky Strike | 1270 | | |
| Lucky Strike | Original Red | 20 | 12.0 | 1.0 | 12.0 | | 1263 | 19.70 | 1244 | 0.99 |
| | Original Silver | 20 | 6.0 | 0.5 | 12.0 | | 7 | 19.70 | 7 | 0.99 |
| | | | | | | | Pall Mall | 419245 | | |
| | MeBoost | 20 | 12.0 | 0.9 | 13.3 | 14 | 11297 | 20.20 | 11410 | 1.01 |
| | MeBoost | 25 | 12.0 | 0.9 | 13.3 | 14 | 5344 | 25.00 | 5344 | 1.00 |
| | Click on Red | 20 | | | | | 26200 | 22.10 | 28951 | 1.11 |
| | Click on Red | 25 | | | | | 15312 | 27.70 | 16966 | 1.11 |
| | BaselineRed | 20 | 14.0 | 1.2 | 11.7 | 15 | 78061 | 16.00 | 62449 | 0.80 |
| | BaselineRed | 25 | 14.0 | 1.2 | 11.7 | 15 | 21800 | 19.60 | 17091 | 0.78 |
| | BaselineRed | 30 | 14.0 | 1.2 | 11.7 | 15 | 31457 | 23.00 | 24117 | 0.77 |
| | BaselineRed | 40 | 14.0 | 1.2 | 11.7 | 15 | 33128 | 29.90 | 24763 | 0.75 |
| | Click on Blue | 20 | | | | | 9480 | 22.10 | 10475 | 1.11 |
| | Click on Blue | 25 | | | | | 3581 | 27.70 | 3968 | 1.11 |
| | Basel Blue | 20 | 9.0 | 1.0 | 9.0 | 10 | 23000 | 16.00 | 18400 | 0.80 |
| | Basel Blue | 25 | 9.0 | 1.0 | 9.0 | 10 | 4814 | 19.60 | 3774 | 0.78 |
| | BaselineBlue | 30 | 9.0 | 1.0 | 9.0 | 10 | 8617 | 23.00 | 6606 | 0.77 |
| | BaselineBlue | 40 | 9.0 | 1.0 | 9.0 | 10 | 10138 | 29.90 | 7578 | 0.75 |
| | BaselGreen | 20 | 13.0 | 1.0 | 13.0 | 16 | 21141 | 16.00 | 16913 | 0.80 |
| | BaselGreen | 25 | 13.0 | 1.0 | 13.0 | 16 | 4848 | 19.60 | 3801 | 0.78 |
| | BaselGreen | 30 | 13.0 | 1.0 | 13.0 | 16 | 10087 | 23.00 | 7733 | 0.77 |
| | BaselGreen | 40 | 13.0 | 1.0 | 13.0 | 16 | 10508 | 29.90 | 7855 | 0.75 |
| | EKingsRed | 20 | 14.0 | 1.2 | 11.7 | 17 | 62403 | 19.50 | 60843 | 0.98 |
| | EKingsBlue | 20 | 12.0 | 1.1 | 10.9 | 13 | 13029 | 19.50 | 12703 | 0.98 |
| | EKingsGreen | 20 | 12.0 | 0.8 | 15.0 | 14 | 15002 | 19.50 | 14627 | 0.98 |

| | | | | | | | | | |
|---------------------------------|----|--------------|-------------|------------------------|----------------|----------------|----------------|--------------|------|
| Rothmans | | | | Rothmans 147536 | | | | | |
| KSF | 20 | 13.0 | 1.3 | 10.0 | 15 | 13724 | 19.90 | 13655 | 1.00 |
| KSF | 25 | 13.0 | 1.3 | 10.0 | 15 | 14509 | 24.90 | 14451 | 1.00 |
| Red SC | 20 | 13.0 | 1.2 | 10.8 | | 53784 | 18.20 | 48944 | 0.91 |
| Blu SC | 20 | 12.0 | 1.1 | 10.9 | | 55756 | 18.20 | 50738 | 0.91 |
| Green SC | 20 | 12.0 | 1.0 | 12.0 | | 9763 | 18.20 | 8885 | 0.91 |
| State Expr 555 Gold | | | | State Expr 83 | | | | | |
| State Expr 555 Gold | 20 | 12.0 | 1.1 | 10.9 | 14 | 83 | 19.90 | 83 | 1.00 |
| Winfield | | | | Winfield 92990 | | | | | |
| Blue | 20 | 11.0 | 1.0 | 11.0 | 13 | 10084 | 18.40 | 9277 | 0.92 |
| Blue | 25 | 11.0 | 1.0 | 11.0 | 13 | 20870 | 22.90 | 19117 | 0.92 |
| Red | 20 | 14.0 | 1.3 | 10.8 | 16 | 13786 | 18.40 | 12683 | 0.92 |
| Red | 25 | 14.0 | 1.3 | 10.8 | 16 | 34451 | 22.90 | 31557 | 0.92 |
| Green Men | 20 | 13.0 | 1.0 | 13.0 | 16 | 928 | 18.40 | 854 | 0.92 |
| Green Men | 25 | 13.0 | 1.0 | 13.0 | 16 | 5201 | 22.90 | 4764 | 0.92 |
| Gold | 25 | 7.0 | 0.7 | 10.0 | 8 | 7670 | 22.90 | 7026 | 0.92 |
| Benson & Hedges | | | | B&H 116188 | | | | | |
| subtle | 20 | 6.0 | 0.6 | 10.0 | 6 | 6989 | 19.00 | 6640 | 0.95 |
| rich | 20 | 10.0 | 1.1 | 9.1 | 11 | 8640 | 19.00 | 8208 | 0.95 |
| rich 25 | 25 | 10.0 | 1.1 | 9.1 | 11 | 6777 | 23.60 | 6397 | 0.94 |
| rich 2'25 | | | | | | 1103 | 53.00 | 1037 | 0.94 |
| classic | 20 | 14.0 | 1.3 | 10.8 | 15 | 51049 | 17.80 | 45434 | 0.89 |
| classic25 | 25 | 14.0 | 1.3 | 10.8 | 15 | 36146 | 23.60 | 34122 | 0.94 |
| classic 2'25 | | | | | | 5484 | 53.00 | 5155 | 0.94 |
| Vogue | | | | Vogue 199 | | | | | |
| SuperslimE | 20 | 8.0 | 0.7 | 11.4 | 7 | 91 | 26.00 | 118 | 1.30 |
| SuperslimV | 20 | 8.0 | 0.7 | 11.4 | 7 | 108 | 26.00 | 140 | 1.30 |
| BAT total sales weighted | | 12.09 | 1.10 | 11.50 | 1197946 | 1197946 | 1018860 | 0.851 | |

All brands were priced at 2015 prices. BAT supplied Jan 1, 2015 RRP's in the previous year's returns.

| Imperial brands | | | | | | | | | |
|--|-----------------|--------------|-------------|----------------------------|---------------|---------------|----------------------|--------------------|-----------------|
| Brand | Variant or type | Pack size | Tar mg/cig | Nicotine mg/cig | Tar/Nic ratio | CO mg/cig | 000 sticks 2015 year | \$ / pack 2015 RRP | \$/stick 2015\$ |
| Peter Stuyvesant | | | | Peter Stuyves 15008 | | | | | |
| Filter | 20 | 12.0 | 1.0 | 12.0 | 13.0 | 3016 | 22.20 | 3348 | 1.11 |
| classic | 20 | 10.0 | 0.9 | 11.1 | 10.0 | 8108 | 22.20 | 9000 | 1.11 |
| fine | 20 | 3.0 | 0.3 | 10.0 | 4.0 | 554 | 22.20 | 615 | 1.11 |
| Filter | 25 | 12.0 | 1.0 | 12.0 | 13.0 | 1620 | 27.50 | 1782 | 1.10 |
| classic | 25 | 10.0 | 0.9 | 11.1 | 10.0 | 1710 | 27.50 | 1881 | 1.10 |
| Horizon | | | | Horizon 73364 | | | | | |
| formerly Wills or BAT (Petone) brands: | | | | | | | | | |
| KSF | 21 | 12.0 | 1.1 | 10.9 | 13.0 | 13392 | 20.90 | 13328 | 1.00 |
| KSF | 25 | 12.0 | 1.1 | 10.9 | 13.0 | 3853 | 25.90 | 3992 | 1.04 |
| KSF | 30 | 12.0 | 1.1 | 10.9 | 13.0 | 11098 | 26.90 | 9951 | 0.90 |
| KSF | 40 | 12.0 | 1.1 | 10.9 | 13.0 | 6981 | 37.90 | 6614 | 0.95 |
| Mellow | 21 | 10.0 | 0.9 | 11.1 | 10.0 | 5735 | 20.90 | 5708 | 1.00 |
| Mellow | 25 | 10.0 | 0.9 | 11.1 | 10.0 | 2442 | 25.90 | 2530 | 1.04 |
| Mellow | 30 | 10.0 | 0.9 | 11.1 | 10.0 | 8560 | 30.50 | 8703 | 1.02 |
| Mellow | 40 | 10.0 | 0.9 | 11.1 | 10.0 | 2985 | 37.90 | 2828 | 0.95 |
| Menthol | 21 | 12.0 | 1.1 | 10.9 | 13.0 | 6062 | 20.90 | 6033 | 1.00 |
| Menthol | 25 | 12.0 | 1.1 | 10.9 | 13.0 | 1651 | 25.90 | 1710 | 1.04 |
| Menthol | 30 | 12.0 | 1.1 | 10.9 | 13.0 | 8208 | 30.50 | 8345 | 1.02 |
| Menthol | 40 | 12.0 | 1.1 | 10.9 | 13.0 | 2397 | 37.90 | 2271 | 0.95 |
| John Player JPS | | | | John Player 198755 | | | | | |
| Black | 20 | 10.0 | 0.7 | 14.3 | 8.0 | 743 | 20 | 743 | 1.00 |
| red | 21 | 10.0 | 1.0 | 10.0 | 13.0 | 43066 | 19.50 | 39990 | 0.93 |
| red | 26 | 10.0 | 1.0 | 10.0 | 13.0 | 23486 | 23.90 | 21589 | 0.92 |
| red | 30 | 10.0 | 1.0 | 10.0 | 13.0 | 26049 | 27.50 | 23878 | 0.92 |
| blue | 21 | 10.0 | 1.0 | 10.0 | 10.0 | 13214 | 19.50 | 12270 | 0.93 |
| blue | 26 | 10.0 | 1.0 | 10.0 | 10.0 | 2274 | 23.90 | 2090 | 0.92 |
| blue | 30 | 10.0 | 1.0 | 10.0 | 10.0 | 4059 | 27.50 | 3721 | 0.92 |
| blue full tac | 20 | 10.0 | 1.0 | 10.0 | 10.0 | 5309 | 18.70 | 4964 | 0.94 |
| green Fulltac | 20 | 10.0 | 1.0 | 10.0 | 13.0 | 3869 | 18.70 | 3618 | 0.94 |
| red Fulltac | 20 | 10.0 | 1.0 | 10.0 | 13.0 | 52312 | 18.70 | 48912 | 0.94 |
| green | 21 | 12.0 | 1.0 | 12.0 | 13.0 | 3801 | 19.50 | 3530 | 0.93 |
| green | 26 | 12.0 | 1.0 | 12.0 | 13.0 | 1311 | 23.90 | 1205 | 0.92 |
| green | 30 | 12.0 | 1.0 | 12.0 | 13.0 | 2757 | 27.50 | 2527 | 0.92 |
| SK Blue/St | 20 | 9.0 | 0.8 | 10.0 | 13.0 | 633 | 19.50 | 617 | 0.98 |
| SK green | 20 | 8.0 | 0.8 | 10.0 | 7.0 | 641 | 19.50 | 625 | 0.98 |
| SK red | 20 | 9.0 | 0.8 | 11.3 | 9.0 | 3878 | 19.50 | 3781 | 0.98 |
| Green | 40 | 12.0 | 1.0 | 12.0 | 13.0 | 1637 | 35.50 | 1453 | 0.89 |
| Red | 40 | 12.0 | 1.1 | 10.9 | 13.0 | 7462 | 35.50 | 6623 | 0.89 |
| Blue | 40 | 10.0 | 1.0 | 10.0 | 10.0 | 2254 | 35.50 | 2000 | 0.89 |
| West | | | | West 91230 | | | | | |
| Blue | 20 | 9.0 | 0.8 | 11.3 | 9.0 | 2295 | 18.20 | 2088 | 0.91 |
| Menthol | 20 | 12.0 | 1.1 | 10.9 | 13.0 | 2418 | 18.20 | 2200 | 0.91 |
| Red | 20 | 12.0 | 1.1 | 10.9 | 13.0 | 42000 | 18.20 | 38220 | 0.91 |
| Red | 30 | 12.0 | 1.1 | 10.9 | 13.0 | 44517 | 26.50 | 39323 | 0.88 |
| Camel | | | | Camel 2697 | | | | | |
| Filter | 20 | 10.0 | 0.8 | 12.5 | | 2697 | 18.40 | 2481 | 0.92 |
| Imperial total | | 10.83 | 1.02 | 12.36 | 381054 | 381054 | 357088 | 0.937 | |

Brands with recorded sales without prices were priced in line with most similar variants.
Brand variants without recorded sales for the year were deleted.

Table G. Manufactured cigarette sales, continued

| Philip Morris | | | | | | | | | |
|---------------------------------|-----------|--------------|-----------------|---------------|--------------|-----------------------|---------------|----------------------|---------------------|
| Variant or type | Pack size | Tar mg/lig | Nicotine mg/lig | Tar/Nic ratio | CO mg/lig | '000 sticks 2015 year | \$/pack | \$000 value 2015 RRP | \$/cigarette 2015\$ |
| Longbeach | | | | | | Longbeach | 63407 | | |
| Filter tip | 20 | 12.0 | 1.1 | 11.2 | 12 | 11841 | 18.20 | 10775 | 0.91 |
| Filter tip | 20 | 12.0 | 1.1 | 11.2 | 12 | 25959 | 34.45 | 44714 | 1.72 |
| Longbeach original flav | 20 | 10.7 | 1.0 | 10.8 | 12 | 6925 | 18.20 | 6302 | 0.91 |
| original flav | 40 | 10.7 | 1.0 | 10.8 | 12 | 12750 | 29.85 | 9515 | 0.75 |
| Longbeach Menthol | 20 | 8.4 | 0.8 | 10.9 | 9 | 2346 | 18.20 | 2135 | 0.91 |
| Menthol | 40 | 8.4 | 0.8 | 10.9 | 9 | 3586 | 34.45 | 3088 | 0.86 |
| Marlboro | | | | | | Marlboro | 74097 | | |
| Red KSHP | 20 | 11.4 | 0.9 | 12.6 | 10 | 25285 | 21.50 | 27181 | 1.08 |
| Red KSHP | 25 | 11.4 | 0.9 | 12.6 | 10 | 58 | 21.50 | 50 | 0.86 |
| Gold Origin | 20 | 8.1 | 0.7 | 12.5 | 10 | 47646 | 25.00 | 59558 | 1.25 |
| Gold Origin | 25 | 8.1 | 0.7 | 12.5 | 10 | 1108 | 21.50 | 953 | 0.86 |
| Ice Blast, Black Menthol | | | | | | | 52783 | | |
| Black Ment | 20 | 7.8 | 0.6 | 13.1 | 9 | 1516 | 21.50 | 1630 | 1.08 |
| IceBlast | 20 | 8.5 | 0.5 | 15.6 | 9 | 5169 | 18.97 | 4903 | 0.95 |
| Choice Filter KS | 20 | 11.2 | 1.0 | 11.3 | 11 | 15488 | 17.50 | 13552 | 0.88 |
| Filter KS | 25 | 11.2 | 1.0 | 11.3 | 11 | 30610 | 21.50 | 26325 | 0.86 |
| GT | | | | | | GT | 12832 | | |
| Red KSHP | 20 | 11.4 | 1.0 | 12.0 | 12 | 12822 | 17.90 | 11476 | 0.90 |
| Green KSH | 20 | 10.8 | 0.9 | 12.7 | 11 | 10 | 17.90 | 9 | 0.90 |
| total Philip Morris | | 10.41 | 0.89 | | 10.98 | 203119 | 203119 | 222165 | 1.09 |

Prices are taken from the 1 Jan of the year examined.

All other brands

| NewWorld (importer) ex Shanghai (Tobacco Group) Corp | | | | | | | | | |
|--|-----------|-------------|-----------------|---------------|--|-----------------------|--------------|----------------------|---------------------|
| | Pack size | Tar mg/lig | Nicotine mg/lig | Tar/Nic ratio | | '000 sticks 2015 year | \$/pack | \$000 value 2015 RRP | \$/cigarette 2015\$ |
| New World | | | | | | 8753 | | | |
| Chung Hw Red | 20 | 11.1 | 1.02 | 10.88 | | 3139 | 20.50 | 3217 | 1.03 |
| Chunghw Gold | 20 | 10.1 | 1.02 | 9.90 | | 1603 | 20.50 | 1643 | 1.03 |
| Double Happiness Rec | 20 | 11.3 | 0.98 | 11.53 | | 2034 | 17.50 | 1780 | 0.88 |
| Double Happiness Gol | 20 | 9.6 | 1.0 | 10.00 | | 688 | 17.50 | 602 | 0.88 |
| Panda | 20 | 11.1 | 1.0 | 11.56 | | 355 | 26.00 | 462 | 1.30 |
| GD | 20 | 11.0 | 1.1 | 10.48 | | 934 | 17.10 | 799 | 0.86 |
| Health Link Distributors from Indonesia | | | | | | HealthLink | 1025 | | |
| Double Happ Red | 20 | 14.6 | 1.2 | 12.59 | | 380 | 17.60 | 334 | 0.88 |
| Shanbao Gold | 20 | 14.2 | 1.2 | 12.35 | | 140 | 18.30 | 128 | 0.92 |
| Shanbao Blue | 20 | 12.9 | 1.0 | 12.86 | | 90 | 18.30 | 82 | 0.92 |
| Jet Clove Original | 20 | 21.9 | 1.3 | 17.08 | | 5 | 18.10 | 5 | 0.91 |
| from China with Australian Health Warning | | | | | | | | | |
| Huanghelou | 20 | 10.9 | 1.0 | 10.90 | | 50 | 18.30 | 46 | 0.92 |
| Liqun | 20 | 12.0 | 1.2 | 10.00 | | 50 | 17.80 | 45 | 0.89 |
| Furong Rong Wang | 20 | 11.0 | 1.2 | 9.17 | | 120 | 18.30 | 110 | 0.92 |
| Yuxi Plain Hard | 20 | 10.0 | 1.0 | 10.00 | | 120 | 18.30 | 110 | 0.92 |
| Lesser Panda | 20 | 10.0 | 1.0 | 10.00 | | 70 | 18.10 | 63 | 0.91 |
| Scandinavian | | | | | | 124 | | | |
| Djarum Ball Hai Scand | 20 | 13.0 | 0.8 | 15.85 | | 13 | 30.00 | 19 | 1.50 |
| Djarum Super | 20 | 14.0 | 0.8 | 17.50 | | 111 | 30.00 | 167 | 1.50 |
| NZ Tobacco Company | | | | | | NZ Tobacco | 17206 | | |
| Easy Red | 30 | | | | | 1570 | 26.20 | 1371 | 0.87 |
| Reef Coral | 30 | | | | | 222 | 26.20 | 194 | 0.87 |
| Reef Coral | 20 | | | | | 3392 | 17.40 | 2951 | 0.87 |
| Reef Lagoon | 20 | | | | | 469 | 17.40 | 408 | 0.87 |
| Reef Menthol | 20 | | | | | 153 | 17.40 | 133 | 0.87 |
| Easy Blue | 20 | | | | | 777 | 17.40 | 676 | 0.87 |
| Easy Green | 20 | | | | | 1289 | 17.50 | 1128 | 0.88 |
| Easy Red | 20 | | | | | 9060 | 17.50 | 7928 | 0.88 |
| Manitou Gold Natural | 20 | | | | | 118 | 19.50 | 115 | 0.96 |
| Traditional Virginia | 20 | | | | | 156 | 18.00 | 140 | 0.90 |
| Japan Tobacco | | | | | | Camel | 1180 | | |
| Camel | 20 | 10 | 0.8 | 12.50 | | 1180 | 18.80 | 1109 | 0.94 |
| | | 1.02 | 0.39 | | | 28288 | 28288 | 25764 | 0.91 |

and sales weighted nicotine 11.63 nicotine 1.06 tar/nic 10.42 '000 sticks 1810407 \$/pack 1810407 \$000 value \$ 1,623,877 \$/cigarette \$ 0.90

thousands of Kg (tonnes) and funds received

Duty free omitted. Brand variant count 135 of which 63 sold as 20s (47%)

Tar and Nicotine are trade weighted for leading three manufacturers.

Table H.
Cigarette prices, sales, and taxation, 1990-2015
H. 1. Manufactured cigarettes

| Year | Excise rate per cigarette \$ | Price per cigarette \$ inc GST | GST | Trade, per cigarette | Tax paid releases \$ mins | Trade's sales \$ millions | Volume Sales millions | Consumer expenditure millions\$ | Excise estimated \$ millions | All taxes as % of price |
|---------|------------------------------------|--------------------------------------|-------|-------------------------|---------------------------------|---------------------------------|-----------------------------|---------------------------------------|------------------------------------|-------------------------------|
| | a | b | c | d | e | f | g | h | i | j |
| 1990 | 0.12 | 0.21 | 0.02 | 0.08 | 4489 | 358 | 4489 | 988 | 520 | 0.64 |
| 1996 | 0.16 | 0.2850 | 0.03 | 0.09 | 3660 | 347 | 3569 | 1017 | 581 | 0.67 |
| 1997 | 0.16 | 0.2975 | 0.03 | 0.10 | 3449 | 349 | 3483 | 1036 | 563 | 0.66 |
| 1998 | 0.18 | 0.3100 | 0.03 | 0.09 | 3263 | 309 | 3296 | 1022 | 590 | 0.69 |
| 1999 | 0.19 | 0.3320 | 0.04 | 0.10 | 3119 | 317 | 3183 | 1057 | 604 | 0.69 |
| 2000 | 0.22 | 0.3784 | 0.04 | 0.11 | 3152 | 352 | 2721 | 1030 | 708 | 0.70 |
| 2001 | 0.25 | 0.4160 | 0.05 | 0.12 | 2608 | 319 | 2516 | 1047 | 645 | 0.71 |
| 2002 | 0.25 | 0.4400 | 0.05 | 0.14 | 2817 | 388 | 2581 | 1136 | 714 | 0.69 |
| 2003 | 0.26 | 0.4490 | 0.05 | 0.14 | 2367 | 329 | 2596 | 1166 | 615 | 0.69 |
| 2004 | 0.26 | 0.4560 | 0.05 | 0.14 | 2320 | 328 | 2331 | 1063 | 612 | 0.69 |
| 2005 | 0.27 | 0.4630 | 0.05 | 0.14 | 2436 | 343 | 2335 | 1081 | 660 | 0.70 |
| 2006 | 0.28 | 0.4830 | 0.05 | 0.15 | 2439 | 364 | 2350 | 1135 | 683 | 0.69 |
| 2007 | 0.29 | 0.5020 | 0.06 | 0.16 | 2445 | 383 | 2344 | 1179 | 708 | 0.69 |
| 2008 | 0.29 | 0.5124 | 0.06 | 0.16 | 2550 | | 2324 | | 751 | 0.69 |
| 2009 | 0.31 | 0.5270 | 0.06 | 0.16 | 2436 | 387 | 2305 | 1214 | 754 | 0.70 |
| 2010 | 0.335 | 0.5800 | 0.07 | 0.18 | 2220 | 394 | 2220 | 1288 | 744 | 0.69 |
| 2011 | 0.386 | 0.670 | 0.087 | 0.20 | 2083 | 410 | 2083 | 1396 | 804 | 0.71 |
| 2012 | 0.386 | 0.714 | 0.093 | 0.23 | 2017 | 361 | 2017 | 1440 | 892 | 0.75 |
| 2013 | 0.442 | 0.798 | 0.104 | 0.25 | 1886 | 482 | 1886 | 1507 | 924 | 0.74 |
| 2014 | 0.490 | 0.830 | 0.108 | 0.23 | 1859 | 395 | 1859 | 1543 | 1014 | 0.79 |
| 2015 | 0.545 | 0.900 | 0.117 | 0.24 | 1810 | 430 | 1810 | 1629 | 987 | 0.74 |
| 2014-15 | 11.3% | 8.4% | 8.1% | 2.6% | -3% | 9% | -3% | 6% | -3% | -7% |

Notes: From 2010, volumes sold is from manufacturers returns above, Table G, and not from Statistics NZ.

- a Excise rate per cigarette. NZ Customs. www.customs.govt.nz
b Manufacturers returns. Average recommended retail price (RRP), January through December, from Table G.
c GST, formally one ninth of b, From October 1st, 2010, = 13.0% of b.
d Trade share = b minus a minus c
e Tax paid releases fr www.statistics.govt.nz From 2010, from Table G or E3.
f Trade sales = product of c and e. This share is decreased if RRP in b above is discounted.
g Manufacturers' returns of retail volume sales. From Table E3. Should approximate to e in the long run.
h Consumers' spend = product of b and e
i excise times volume of cigarettes sold.
j Government share of price = $\frac{(a+c)}{b}$ (Excise + GST) as % of retail price
k Government share of the retail price

H 2. Roll your own cigarettes

| Year | Tax per gram \$ | Price pe gram \$ inc GST | GST | Trade per gram | Tax paid releases \$ tonnes | Trade's sales \$ millions | Volume Sales tonnes | Consumer expenditure millions\$ | Excise estimated \$ millions | All taxes as % of price |
|---------|-----------------------|--------------------------------|-------|-------------------|-----------------------------------|---------------------------------|---------------------------|---------------------------------------|------------------------------------|-------------------------------|
| | a | b | c | d | e | f | g | h | i | j |
| 1990 | 0.105 | 0.18 | 0.020 | 0.055 | 602 | 34 | 602 | 110 | 64 | 0.69 |
| 1996 | 0.20 | 0.3270 | 0.036 | 0.092 | 658 | 61 | 674 | 220 | 131 | 0.72 |
| 1997 | 0.20 | 0.3375 | 0.038 | 0.097 | 732 | 71 | 724 | 236 | 149 | 0.71 |
| 1998 | 0.23 | 0.3690 | 0.041 | 0.102 | 756 | 77 | 710 | 267 | 171 | 0.72 |
| 1999 | 0.24 | 0.3990 | 0.044 | 0.113 | 736 | 83 | 730 | 283 | 178 | 0.72 |
| 2000 | 0.28 | 0.4530 | 0.050 | 0.122 | 841 | 103 | 732 | 331 | 236 | 0.73 |
| 2001 | 0.31 | 0.5000 | 0.056 | 0.135 | 780 | 105 | 775 | 366 | 241 | 0.73 |
| 2002 | 0.32 | 0.5100 | 0.057 | 0.137 | 810 | 111 | 799 | 395 | 257 | 0.73 |
| 2003 | 0.32 | 0.5330 | 0.059 | 0.149 | 795 | 118 | 803 | 426 | 258 | 0.72 |
| 2004 | 0.33 | 0.5570 | 0.062 | 0.165 | 841 | 139 | 834 | 447 | 278 | 0.70 |
| 2005 | 0.34 | 0.5890 | 0.065 | 0.185 | 889 | 164 | 836 | 491 | 301 | 0.69 |
| 2006 | 0.35 | 0.6080 | 0.068 | 0.190 | 879 | 167 | 837 | 508 | 308 | 0.69 |
| 2007 | 0.362 | 0.6400 | 0.071 | 0.207 | 904 | 187 | 810 | 536 | 327 | 0.68 |
| 2008 | 0.368 | 0.6500 | 0.072 | 0.210 | 870 | | 825 | | 320 | |
| 2009 | 0.387 | 0.6830 | 0.076 | 0.220 | 856 | 188 | 771 | 563 | 331 | 0.68 |
| 2010 | 0.460 | 0.8100 | 0.094 | 0.256 | 771 | 197 | 640 | 624 | 355 | 0.68 |
| 2011 | 0.544 | 0.9730 | 0.127 | 0.303 | 640 | 194 | 587 | 623 | 348 | 0.69 |
| 2012 | 0.630 | 1.0580 | 0.138 | 0.290 | 587 | 170 | 583 | 621 | 370 | 0.73 |
| 2013 | 0.698 | 1.1230 | 0.146 | 0.278 | 583 | 162 | 570 | 654 | 398 | 0.75 |
| 2014 | 0.778 | 1.2742 | 0.166 | 0.326 | 570 | 186 | 570 | 724 | 443 | 0.74 |
| 2015 | 0.863 | 1.4700 | 0.191 | 0.416 | 548 | 131 | 548 | 805 | 473 | 0.72 |
| 2014-15 | 11.0% | 15.4% | 15.4% | 27.3% | -3.9% | -29.3% | -3.9% | 11.3% | 6.7% | -3.1% |

Column e included a small amount of pipe tobacco before 2005.
Column notes largely as for Table H.1.

H 3. The total cigarette market, 1990-2015

| Year | Excise per cigarette \$ | Price per cigarette \$ GST inc. | Trade \$ / cigarette \$ | Trade \$ / cigarette \$ | Tax paid releases \$ million | Trade's sales \$ million | Volume sales millions | Consumer sales millions \$ | Excise estimated \$ millions | All taxes as % of price |
|---------|----------------------------|------------------------------------|----------------------------|----------------------------|---------------------------------|-----------------------------|--------------------------|-------------------------------|---------------------------------|-------------------------|
| | a | b | c | d | e | f | h | i | j | k |
| 1990 | 0.115 | 0.208 | 0.02 | 0.08 | 5091 | 392 | 5091 | 1097 | 583 | 0.64 |
| 1996 | 0.165 | 0.292 | 0.03 | 0.09 | 4318 | 407 | 4243 | 1236 | 711 | 0.68 |
| 1997 | 0.170 | 0.304 | 0.03 | 0.10 | 4181 | 420 | 4182 | 1273 | 712 | 0.67 |
| 1998 | 0.189 | 0.321 | 0.04 | 0.10 | 4019 | 386 | 4020 | 1291 | 761 | 0.70 |
| 1999 | 0.203 | 0.344 | 0.04 | 0.10 | 3855 | 400 | 3893 | 1342 | 782 | 0.70 |
| 2000 | 0.236 | 0.394 | 0.04 | 0.11 | 3993 | 455 | 3451 | 1360 | 944 | 0.71 |
| 2001 | 0.262 | 0.435 | 0.05 | 0.13 | 3388 | 424 | 3248 | 1414 | 887 | 0.71 |
| 2002 | 0.268 | 0.456 | 0.05 | 0.14 | 3627 | 498 | 3356 | 1529 | 971 | 0.70 |
| 2003 | 0.276 | 0.469 | 0.05 | 0.14 | 3162 | 448 | 3395 | 1596 | 873 | 0.70 |
| 2004 | 0.282 | 0.482 | 0.05 | 0.15 | 3161 | 467 | 3134 | 1513 | 890 | 0.69 |
| 2005 | 0.289 | 0.496 | 0.06 | 0.15 | 3325 | 507 | 3169 | 1574 | 961 | 0.69 |
| 2006 | 0.299 | 0.516 | 0.06 | 0.16 | 3318 | 531 | 3186 | 1644 | 991 | 0.69 |
| 2007 | 0.309 | 0.538 | 0.06 | 0.17 | 3349 | 570 | 3181 | 1715 | 1035 | 0.68 |
| 2008 | 0.313 | 0.548 | 0.06 | 0.17 | 3420 | | 3134 | | 1072 | 0.68 |
| 2009 | 0.330 | 0.568 | 0.06 | 0.17 | 3292 | 576 | 3130 | 1778 | 1096 | 0.69 |
| 2010 | 0.367 | 0.639 | 0.07 | 0.20 | 2991 | 591 | 2991 | 1912 | 1149 | 0.69 |
| 2011 | 0.423 | 0.741 | 0.096 | 0.18 | 2723 | 603 | 2723 | 2018 | 1269 | 0.70 |
| 2012 | 0.484 | 0.792 | 0.103 | 0.18 | 2604 | 531 | 2604 | 2061 | 1252 | 0.74 |
| 2013 | 0.539 | 0.875 | 0.114 | 0.18 | 2469 | 644 | 2469 | 2161 | 1325 | 0.75 |
| 2014 | 0.600 | 0.933 | 0.121 | 0.21 | 2428 | 581 | 2428 | 2266 | 1422 | 0.77 |
| 2015 | 0.619 | 1.032 | 0.134 | 0.279 | 2358 | 562 | 2358 | 2434 | 1566 | 0.73 |
| 2014-15 | 3.2% | 10.6% | 10.6% | 31.6% | -2.9% | -3.3% | -2.9% | 7% | 10% | -6% |

From 2010, col e (tax paid released) uses manufacturers' reported sales from Tables G and I
 Revenue from excise is based on tax paid sales (col e), and up to 2004, directly from Treasury revenue.
 Prices and taxes sales weighted to include RYO cigarettes taxed at 1g per cigarette

H 4. The total cigarette market, 1990-2015 in 2015\$

| 2015\$ | Tax per cigarette \$ | Price per cigarette \$ GST inc. | GST | Trade \$ / cigarette \$ | Tax paid releases \$ million | Trade's sales \$ million | Volume Sales mins sticks | Consumer sales millions \$ | Excise estimated \$ millions | Excise+GST as % of total price | CPI all groups base 2015 |
|---------|-------------------------|------------------------------------|-------|----------------------------|---------------------------------|-----------------------------|-----------------------------|-------------------------------|---------------------------------|--------------------------------|--------------------------|
| | a | b | c | d | e | f | g | h | i | j | k |
| 1990 | 0.326 | 0.591 | 0.068 | 0.219 | 5091 | 1114 | 5091 | 3120 | 1659 | 0.667 | 351.7 |
| 1996 | 0.378 | 0.669 | 0.074 | 0.216 | 4318 | 934 | 4243 | 2837 | 1632 | 0.676 | 435.8 |
| 1997 | 0.379 | 0.677 | 0.075 | 0.224 | 4181 | 935 | 4182 | 2834 | 1583 | 0.671 | 449.4 |
| 1998 | 0.387 | 0.655 | 0.073 | 0.196 | 4019 | 789 | 4020 | 2638 | 1555 | 0.702 | 489.3 |
| 1999 | 0.389 | 0.660 | 0.073 | 0.199 | 3855 | 766 | 3893 | 2573 | 1498 | 0.700 | 521.7 |
| 2000 | 0.408 | 0.681 | 0.076 | 0.197 | 3993 | 786 | 3451 | 2350 | 1631 | 0.711 | 578.8 |
| 2001 | 0.420 | 0.697 | 0.078 | 0.201 | 3388 | 680 | 3248 | 2267 | 1422 | 0.713 | 623.7 |
| 2002 | 0.428 | 0.729 | 0.081 | 0.220 | 3627 | 797 | 3356 | 2444 | 1551 | 0.698 | 625.7 |
| 2003 | 0.433 | 0.734 | 0.082 | 0.222 | 3162 | 702 | 3395 | 2500 | 1368 | 0.701 | 638.4 |
| 2004 | 0.438 | 0.750 | 0.083 | 0.230 | 3161 | 726 | 3134 | 2354 | 1384 | 0.696 | 642.8 |
| 2005 | 0.446 | 0.766 | 0.085 | 0.235 | 3325 | 783 | 3169 | 2430 | 1483 | 0.694 | 647.8 |
| 2006 | 0.462 | 0.797 | 0.089 | 0.247 | 3318 | 821 | 3186 | 2542 | 1533 | 0.690 | 646.8 |
| 2007 | 0.471 | 0.820 | 0.091 | 0.259 | 3349 | 868 | 3181 | 2614 | 1578 | 0.686 | 656.3 |
| 2008 | 0.475 | 0.830 | 0.092 | 0.263 | 3420 | | 3134 | | 1624 | 0.683 | 659.9 |
| 2009 | 0.496 | 0.855 | 0.095 | 0.263 | 3292 | 867 | 3130 | 2676 | 1650 | 0.691 | 664.2 |
| 2010 | 0.513 | 0.893 | 0.103 | 0.276 | 2991 | 826 | 2991 | 2670 | 1605 | 0.691 | 716.1 |
| 2011 | 0.532 | 0.933 | 0.121 | 0.232 | 2723 | 759 | 2723 | 2539 | 1597 | 0.701 | 794.8 |
| 2012 | 0.543 | 0.887 | 0.115 | 0.206 | 2604 | 595 | 2604 | 2310 | 1403 | 0.742 | 892.4 |
| 2013 | 0.548 | 0.888 | 0.115 | 0.187 | 2469 | 654 | 2469 | 2194 | 1345 | 0.747 | 985 |
| 2014 | 0.601 | 0.936 | 0.122 | 0.212 | 2428 | 581 | 2428 | 2272 | 1426 | 0.773 | 997.5 |
| 2015 | 0.619 | 1.032 | 0.134 | 0.279 | 2358 | 562 | 2358 | 2434 | 1566 | 0.730 | 1000 |
| 2014-5 | 3.0% | 10.4% | 10.4% | 31.3% | -2.9% | -3.4% | -2.9% | 7.1% | 9.9% | -6% | |
| 2000-15 | 51.6% | 51.6% | 77.4% | 41.7% | -41.0% | -28.6% | -31.7% | 3.6% | -4.0% | 2.7% | |

- a Excise per cigarette, Based on 1 RYO=1 g.
- b Price Recommended retail price from tobacco manufacturers
- c GST
- d The tobacco trade's receipts per cigarette
- e Total excise for all cigarettes RYO = 1 g each.
- f Trade's sales
- g Total excise for all cigarettes RYO = 1 g each.
- h Paid by consumers
- i Excise estimated
- j Percentage of retail price paid in tax (excise or GST)
- k Consumer price index, all groups including tobacco.

Table H.5 Tobacco products excise rate changes

| Excise rates | | | | | | (all goods) |
|--------------|--------|----------------------|-------------------------------------|--|---|--------------------|
| Year | date | Cigarette per1000 | RYO Tobac per Kg tobacco content | Cigars and other tobacco per Kg tobacco content | Reason including excise | CPI rates |
| 2008 | 1 Dec | 289.16 | 368.27 | 368.27 | Inflation adjustment | 10% |
| 2009 | 1-Jan | 294.62 | 386.93 | 386.93 | Inflation adjustment | 10% |
| 2010 | 1-Jan | 309.55 | 393.03 | 393.03 | Inflation adjustment | 10% |
| 2011 | 1-Jan | 314.43 | 494.1 | | 10% for manufactured, 25% for loose tobacco | 15% from 1 October |
| 2011 | 28-Apr | 345.9 | 543.51 | | 10% +1.65% = 11.65% (Excise + GST) | 15% |
| 2012 | 1-Jan | 386.1 | 630.0 | 552.6 | 10% +4.492% = 14.492% (Excise + GST) | 15% |
| 2013 | 1-Jan | 442.1 | 698.4 | 612.6 | 10% +0.86% = 10.86% (Excise + GST) | 15% |
| 2014 | 1-Jan | 490.11 | 777.2 | | 10% +1.28% = 11.28% (Excise + GST) | 15% |
| 2015 | 1-Jan | 545.39 | 863.4 | 757.4 | 10% excise + 1.09 % = 11.09% | 15% |
| 2016 | 1-Jan | 668.51 | 952.62 | 835.61 | 10% excise + 0.33% = 10.33% | 15% |
| | | Per 1000 sticks | | | | |

Source: Customs website

Table I. Hand-rolling tobacco, pipe and cigar tobacco sales, 2015

Duty paid

I.1 Cigarette tobacco sales

| Brand | tobacco g / pack | 2015 Kg sold | Brand total Kg sold | 2015 | | |
|------------------------|---------------------|-----------------|------------------------|----------------------|-------------|---------------|
| | | | | \$/pack | \$ /g | \$'000 sold |
| BAT | Variant | | | | | |
| Capstan | | Capstan | 20740 | | | |
| | 30 | | | 43.6 | 1.45 | 30142 |
| Club Red | 30 | Club | 2037 | 43.6 | 1.45 | 2960 |
| Park Drive | | Park Drive | 98081 | | | |
| | Regular 30 | 39632 | | 48.20 | 1.61 | 63997 |
| | Regular 40 | 3450 | | 64.00 | 1.60 | 5520 |
| | regular 50 | 19961 | | 78.00 | 1.56 | 31139 |
| | Regular 30 | 19670 | | 48.20 | 1.61 | 31603 |
| | Mild Blu 50 | 5623 | | 78.00 | 1.56 | 8772 |
| | Menthol 30 | 9545 | | 48.20 | 1.61 | 15336 |
| Port Royal | | | 120254 | | | |
| Port Royal | Regular 30 | 69499 | | 48.20 | 1.61 | 111662 |
| | Regular 40 | 8845 | | 64.00 | 1.60 | 14152 |
| | Regular 50 | 33218 | | 78.00 | 1.56 | 51820 |
| | Kentuck 50 | 894 | | 78.00 | 1.56 | 1395 |
| | Kentuck 30 | 4336 | | 48.20 | 1.61 | 6967 |
| | Black lal 30 | 3462 | | 48.20 | 1.61 | 5562 |
| Holiday | 30 | 18068 | 41660 | 46.50 | 1.55 | 28005 |
| | Red 50 | 6567 | | 76.50 | 1.53 | 10048 |
| | Red 30 | 13142 | | 46.50 | 1.55 | 20370 |
| | Green 50 | 2852 | | 76.50 | 1.53 | 4364 |
| | Green 30 | 1031 | | 46.50 | 1.55 | 1598 |
| Winfield | Blue 30 | 24924 | 63420 | 45.90 | 1.53 | 38134 |
| | Regular 40 | 4710 | | 59.40 | 1.49 | 6994 |
| | regular 50 | 9676 | | 73.50 | 1.47 | 14224 |
| | Regular 30 | 16485 | | 45.00 | 1.50 | 24728 |
| | Flavoure 40 | 3639 | | 59.40 | 1.49 | 5404 |
| | Flavoure 50 | 3986 | | 70.00 | 1.40 | 5580 |
| BAT cig tobacco | | 346192 | 346192 | avg \$/g-> | 1.56 | 540475 |

| Cigarette tobacco sold by Imperial | | | | | | |
|--|------------|-----------------|------------------------|-----------------------|--------------|---------------------|
| Horizon | g/pack | 2015 Kg sold | Brand total Kg sold | 2015 \$/pack | 2015 \$/g | 2015 \$'000 sold |
| Horizon | 30 | 2587 | | 42.50 | 1.42 | 3665 |
| Horizon | Mellow 40 | 1021 | 24821 | 56.90 | 1.42 | 1452 |
| Horizon | Mellow 30 | 5931 | | 42.50 | 1.42 | 8402 |
| Horizon | Menthol 40 | 775 | | 56.90 | 1.42 | 1102 |
| Horizon | Menthol 50 | 2259 | | 70.00 | 1.40 | 3163 |
| Horizon | Menthol 30 | 8677 | | 42.50 | 1.42 | 12292 |
| Horizon | Regular 40 | 1048 | | 56.90 | 1.42 | 1491 |
| Horizon | Regular 50 | 2523 | | 70.00 | 1.40 | 3532 |
| Pocket Edition | Regular 30 | 7959 | | 43.50 | 1.45 | 11541 |
| | Regular 50 | 4201 | 12160 | 71.90 | 1.44 | 6041 |
| Drum Classic | Regular 30 | 3554 | | 39.80 | 1.33 | 4715 |
| Drum Classic | Regule 50 | 2024 | | 65.65 | 1.31 | 2658 |
| Drum | Regule 30 | 1481 | | 39.80 | 1.33 | 1965 |
| Drum | Rich le 50 | 883 | 7942 | 65.65 | 1.31 | 1159 |
| JPS | Rich le 30 | 1885 | | 41.00 | 1.37 | 2576 |
| JPS | Blue 30 | 3231 | | 41.00 | 1.37 | 4416 |
| JPS | Green 30 | 19351 | | 41.00 | 1.37 | 26446 |
| JPS | Red 40 | 2270 | 45677 | 52.90 | 1.32 | 3002 |
| JPS | Red 50 | 3859 | | 66.50 | 1.33 | 5132 |
| JPS | Red 30 | 15081 | | 38.50 | 1.28 | 19354 |
| Riverstone | Red Plu 30 | 56817 | 91503 | 39.90 | 1.33 | 75567 |
| Riverstone | Regular 40 | 18153 | | 51.50 | 1.29 | 23372 |
| Riverstone | Regular 50 | 15930 | | 64.50 | 1.29 | 20550 |
| Riverstone | Regular 30 | 603 | | 38.50 | 1.28 | 774 |
| Imperial cig.tobacco | | 182103 | 182103 | avg \$/g--> | 1.34 | 244367 |
| | | | | | | |
| Philip Morris | g/pack | 2015 Kg sold | Brand total Kg sold | 2015 \$/pack | 2015 \$/g | 2015 \$'000 sold |
| Longbeach | 30 | 6402 | 6402 | 37 | 1.23 | 7874 |
| | | | | | | |
| All other tobacco companies | g/pack | 2015 Kg sold | Brand total Kg sold | 2015 \$/pack | 2015 \$/g | 2015 \$'000 sold |
| NZ Tobacco Coy total | | | | | | |
| Easy RYO blend maroon | 30 | 2372 | | 33.50 | 1.12 | 2649 |
| Easy RYO blend yellow | 30 | 2606 | | 32.50 | 1.08 | 2823 |
| Manitou Virginia Gold | 35 | 54 | | 45.00 | 1.29 | 69 |
| Manitou Gold | 30 | 51 | | 39.90 | 1.33 | 68 |
| Reef Virginian Red | 30 | 2556 | 7685 | 32.50 | 1.08 | 2769 |
| Reef Shipwreck | 30 | 46.50 | | 37.80 | 1.26 | 59 |
| Scandinavian Tobacco Group | | | | | | |
| Colts Menthol | 30 | 322 | | 37.90 | 1.26 | 407 |
| Bali Shag Red/Round Virginia | 30 | 444 | | 39.60 | 1.32 | 586 |
| Colts Virginia | 30 | 477 | 3337 | 37.90 | 1.26 | 602 |
| Colts American Blend | 30 | 887 | | 37.90 | 1.26 | 1121 |
| Colts Dark fired American Blen | 30 | 1207 | | 37.90 | 1.26 | 1525 |
| Cosmic | | | 104 | | | |
| American Spirit Original | 40 | 35 | | 69.95 | 1.75 | 61 |
| American Spirit Organic | 40 | 69 | | 69.95 | 1.75 | 121 |
| R&S Kings* | | | 1972 | | | |
| Knight | 30 | 488 | | 32.50 | 1.08 | 529 |
| Knight Menthol | 30 | 115 | | 33.50 | 1.12 | 128 |
| Knight | 50 | 329 | | 53.00 | 1.06 | 349 |
| Sunnys Original | 30 | 276 | | 33.50 | 1.12 | 308 |
| Sunnys Organic | 50 | 175 | | 53.00 | 1.06 | 186 |
| Rasta | 40 | 188 | | 44.00 | 1.10 | 207 |
| Rasta | 50 | 102 | | 48.00 | 0.96 | 98 |
| Pirate Rum | 40 | 222 | | 39.00 | 0.98 | 216 |
| Nicky's | 30 | 60 | | 32.50 | 1.08 | 65 |
| Nicky's | 50 | 17 | | 53.00 | 1.06 | 18 |
| total other firms | | 13098 | 13098 | | 1.14 | 14963 |
| | | | | | | |
| Total cigarette tobacco sold, all firms | | 547795 | 547795 | | 1.47 | 807679 |
| Brand variant count RYOs | | 74 | | | | |

*Prices based on wholesale values.

I.2 Pipe tobacco sales

| | g / pack | 2015 | Brand total | 2015 | 2015 | 2015 |
|--|-----------|---------------|-------------|----------------|-------------|---------------|
| | | Kg sold | Kg sold | \$/ pack | \$/ g | \$'000 sold |
| Moderna | | | 48.7 | | | |
| Peterson tin | 50 | 24.35 | | 79.00 | 1.58 | 38 |
| Kohlhase | 50 | 24.35 | | 79.00 | 1.58 | 38 |
| Scandinavian Tobacco Group | | | 1632 | | | |
| Borkum | | | | | | |
| Borkum Riff Blk Cav | 50 | 83.8 | | 76.90 | 1.54 | 129 |
| Borkum Riff Original | 50 | 119.25 | | 76.90 | 1.54 | 183 |
| Borkum Riff Whiskey | 50 | 124.7 | | 76.90 | 1.54 | 192 |
| Cherry Cavendish | 50 | 161.5 | | 76.90 | 1.54 | 248 |
| Erinmore Flake | 50 | 478.8 | | 77.50 | 1.55 | 742 |
| Erinmore Mixture | 50 | 664.4 | | 77.50 | 1.55 | 1030 |
| Total pipe tobacco sold | kg | 1681 | 1681 | | 1.55 | 2601 |
| Brand variant count pipe | | 8 | | | | |
| Total loose tobacco sold (pipe + RYO) | | 549476 | Kg | \$/gram | 1.47 | 810280 |

Table I.3 Cigars and Cigarillos

| | average pcs/pack | 2015 | g tobacco | Kg sold | |
|-----------------------|---------------------|-------------|-----------|-------------|--------|
| | | 000 sticks | per piece | | |
| Philip Morris | | 3074 | | 2382 | |
| NZ Tobacco Goup | | | | | |
| 25 | 18 | | 2.0 | 37 | |
| 50 | 35 | | 1.1 | 38 | 341.81 |
| 50 | 80 | | 1.1 | 88 | |
| 50 | 256 | | 0.7 | 179 | |
| Havana House domestic | | 81 | | 551 | |
| GDF & STGroup | | 3505 | | 4445 | |
| Cosmic | | 1 | | 4 | |
| Total | | 7049 | | 7723 | |

end

Additives Table F.

Tables F 1 to F4. Weight of Additives used, 1990-2015

As declared by manufacturers

F.1 Additives in all tobacco products, and in manufactured cigarettes

| Year ending December | In all products | | In manufactured cigarettes | | | | | | |
|-------------------------|---------------------------|-------------------------|----------------------------|--------------------|-------------------------|-----------------|---------------------|----------------|-----------------------------|
| | In all product. tonnes | % weight of tob used | BAT tonnes | Imperial tonnes | Philip Morris tonnes | Other tonnes | All firms tonnes | % by weight | Additives as g/cigarette |
| 1990 | 120 | 2.7 | 12.16 | 3.07 | 0.08 | | 15 | 0.41% | 0.003 |
| 1991 | 130 | 3.4 | 10.18 | 1.80 | | | 12 | 0.38% | 0.003 |
| 1992 | 121 | 3.6 | 9.16 | 9.21 | | | 18 | 0.67% | 0.005 |
| 1993 | 155 | 4.7 | 8.97 | 7.83 | 3.34 | | 20 | 0.78% | 0.006 |
| 1994 | 121 | 3.5 | 7.86 | 6.67 | 3.86 | | 18 | 0.71% | 0.005 |
| 1995 | 113 | 3.3 | 7.24 | 6.85 | 4.71 | | 19 | 0.72% | 0.006 |
| 1996 | 98 | 2.8 | 7.55 | 7.54 | | 0.16 | 15 | 0.56% | 0.004 |
| 1997 | 82 | 2.4 | 7.10 | 6.34 | 7.16 | 0.15 | 21 | 0.78% | 0.006 |
| 1998 | 90 | 2.8 | 6.52 | 4.17 | 7.23 | 0.16 | 18 | 0.72% | 0.005 |
| 1999 | 85 | 2.7 | 6.23 | 2.31 | 0.65 | 0.10 | 9 | 0.39% | 0.003 |
| 2000 | 92 | 3.2 | 5.38 | 1.70 | 6.50 | 0.10 | 14 | 0.65% | 0.005 |
| 2001 | 99 | 3.9 | 4.24 | 0.99 | 8.49 | 0.52 | 14 | 0.77% | 0.006 |
| 2002 | 101 | 3.7 | 2.36 | 0.94 | 8.76 | 0.46 | 13 | 0.63% | 0.005 |
| 2003 | 110 | 4.3 | 1.08 | 0.91 | 9.08 | 0.57 | 12 | 0.68% | 0.004 |
| 2004 | 120 | 4.7 | 0.62 | 0.82 | 8.33 | 0.58 | 10 | 0.61% | 0.004 |
| 2005 | 126 | 5.0 | 6.39 | 0.76 | 5.83 | 0.79 | 14 | 0.82% | 0.006 |
| 2006 | 141 | 5.5 | 10.08 | 0.32 | 6.52 | 0.47 | 17 | 1.02% | 0.008 |
| 2007 | 132 | 5.3 | 6.34 | 0.36 | 5.81 | 0.55 | 13 | 0.78% | 0.006 |
| 2008 | | | | | | | | | |
| 2009 | 127 | 5.2 | 6.39 | 0.34 | 5.79 | 0.34 | 13 | 0.79% | 0.005 |
| 2010 | 116 | 5.0 | 5.26 | 0.28 | 5.14 | 0.30 | 11 | 0.69% | 0.005 |
| 2011 | 99 | 4.7 | 4.78 | 0.28 | 4.49 | 0.37 | 10 | 0.68% | 0.005 |
| 2012 | 91 | 4.4 | 4.49 | 0.23 | 3.92 | 0.11 | 9 | 0.62% | 0.004 |
| 2013 | 85 | 3.3 | 4.09 | 0.20 | 3.85 | 0.40 | 9 | 0.61% | 0.004 |
| 2014 | 81 | 4.29 | 4.89 | 0.15 | 3.69 | | 9 | 0.67% | 0.007 |
| 2015 | 79 | 4.89 | 5.34 | 0.14 | 4.07 | | 10 | 0.77% | 0.010 |
| 2014-5 | -2.1% | 13.9% | 9.2% | -6.7% | 10.2% | | 9.4% | 14.5% | 42.2% |
| 2000-2015 | -14.0% | 51.4% | -0.7% | -91.8% | -37.4% | | -30.2% | 17.5% | 90.0% |

Note: *Weight as a % of additives is based on Table B2, traditionally estimated, 1 RYO= 1.0 g tobacco.
Pre-1999, Rothmans for BAT; Wills for Imperial. BAT= British American Tobacco. PM= Philip Morris
Some 1990 values underreported or not reported.
For % by weight of manufactured cigarettes, we assume 0.7 g tobacco from 2010 onwards.

Comment: At 0.77%, an average cigarette of 700 mg tobacco would contain 5.4 mg additives before lighting.
The percentage of additives in total product is influenced by the additives in cigarette tobacco.
The percentage in cigarettes remains low.

F.2 Additives in cigarette tobacco

| Year ending December | BAT tonnes | Imperial tonnes | PM tonnes | Other tonnes | All firms tonnes | Weight as % of tobacco |
|-------------------------|---------------|--------------------|--------------|-----------------|---------------------|---------------------------|
| 1990 | 27 | 71 | | | 99 | 16.7% |
| 1991 | 30 | 82 | | | 113 | 17.4% |
| 1992 | 35 | 63 | | | 97 | 15.2% |
| 1993 | 35 | 95 | | | 130 | 18.7% |
| 1994 | 30 | 69 | | | 99 | 12.4% |
| 1995 | 29 | 62 | | | 91 | 11.6% |
| 1996 | 24 | 55 | | | 80 | 11.7% |
| 1997 | 18 | 40 | | | 59 | 8.4% |
| 1998 | 16 | 52 | 0.5 | 0.14 | 69 | 9.5% |
| 1999 | 19 | 54 | 0.3 | 0.08 | 74 | 10.1% |
| 2000 | 64 | 12 | 0.4 | | 77 | 10.6% |
| 2001 | 67 | 16 | 0.3 | | 84 | 12.0% |
| 2002 | 70 | 17 | 0.3 | | 87 | 11.7% |
| 2003 | 79 | 19 | 0.1 | | 97 | 12.2% |
| 2004 | 89 | 19 | 0.3 | | 108 | 13.4% |
| 2005 | 95 | 16 | | | 111 | 13.7% |
| 2006 | 106 | 17 | 0.0 | | 122 | 14.9% |
| 2007 | 100 | 17 | 0.1 | 0.01 | 117 | 14.7% |
| 2008 | | | | | | |
| 2009 | 92 | 20 | 0.0 | 0.29 | 113 | 14.1% |
| 2010 | 84 | 19 | 0.1 | 0.22 | 103 | 14.0% |
| 2011 | 69 | 19 | 0.027 | 1.45 | 89 | 13.9% |
| 2012 | 65 | 16 | 0.027 | 0.19 | 82 | 12.7% |
| 2013 | 59 | 17 | 0.001 | 0.42 | 76 | 13.7% |
| 2014 | 54 | 17 | | 0.28 | 71 | 12.8% |
| 2015 | 53 | 23 | 0.501 | 0.22721 | 77 | 12.8% |

Note: For pre-1999 data read Rothmans for BAT, Wills for Imperial. PM = Philip Morris
Percentage is based on total cigarette tobacco used in Table D1, col e,.

Comment: 77 tonnes of additives, amounting to 12% of cigarette tobacco weight, were used in 2015

In 2012, additives in RYO tobacco comprised 90% of all additives reported for all tobacco products.

If 13% additives are used to make a 30 g pouch of tobacco, that is equal to 4.g per pouch.

F.3 Additives in pipe tobacco

| Year ending December | BAT tonnes | Imperial tonnes | PM tonnes | Other tonnes | All firms tonnes | Weight as % of tobacco |
|-------------------------|---------------|--------------------|--------------|-----------------|---------------------|---------------------------|
| 1990 | 4.1 | | | | 7.1 | 24.2% |
| 1991 | 4.1 | 3.1 | | | 6.1 | 20.3% |
| 1992 | 3.1 | 2.1 | | | 5.1 | 22.2% |
| 1993 | 3.1 | 2.1 | | | 5.1 | 17.6% |
| 1994 | 2.1 | 2.1 | | | 3.1 | 14.2% |
| 1995 | 2.1 | 1.1 | | | 3.1 | 14.1% |
| 1996 | 2.1 | 1.1 | | | 3.1 | 14.2% |
| 1997 | 2.1 | 1.1 | | 0.14 | 2.1 | 13.5% |
| 1998 | 1.798 | 0.1 | | 0.23 | 2.1 | 13.8% |
| 1999 | 1.419 | 0 | | 0.26 | 2.1 | 13.9% |
| 2000 | 0.892 | | | | 1.1 | 10.9% |
| 2001 | 0.81 | 0.10 | | 0.24 | 1.1 | 14.7% |
| 2002 | 0.776 | 0.08 | | 0.27 | 1.0 | 9.7% |
| 2003 | 0.704 | 0.07 | | 0.23 | 0.8 | 9.7% |
| 2004 | 0.603 | 0.07 | | | 0.68 | 9.8% |
| 2005 | 0.516 | 0.05 | | 0.25 | 0.82 | 13.0% |
| 2006 | 0.482 | 0.05 | 0 | 0.25 | 0.78 | 13.4% |
| 2007 | 0.362 | 0.05 | | 0.73 | 1.14 | 18.7% |
| 2008 | | 0.05 | | | | |
| 2009 | 0 | | 0 | 0.88 | 0.88 | 14.4% |
| 2010 | 0 | 0.05 | 0 | 0.67 | 0.72 | 18.4% |
| 2011 | 0 | 0.04 | 0 | | 0.04 | 1.0% |
| 2012 | | 0.03 | | 0.37 | 0.40 | 17.6% |
| 2013 | | 0.02 | | 0.16 | 0.18 | 6.8% |
| 2014 | | | 0 | 0.03 | | 0.0% |
| 2015 | | | | 0.28472 | 0.28 | 8.4% |

F.4 Additives in cigars

| Year ending December | BAT tonnes | Imperial tonnes | PM tonnes | Other tonnes | All firms tonnes | Weight as % of tobacco |
|-------------------------|---------------|--------------------|--------------|-----------------|---------------------|---------------------------|
| 1990 | 0.0 | | 0.0 | | 0.0 | 0.4% |
| 1991 | 0.0 | | | | 0.0 | 0.0% |
| 1992 | 0.0 | | | | 0.0 | 0.0% |
| 1993 | | | 0.1 | | 0.1 | 1.1% |
| 1994 | 0.0 | | | | 0.0 | 0.0% |
| 1995 | 0.0 | | 0.0 | 0.09 | 0.1 | 1.0% |
| 1996 | 0.0 | | | | 0.0 | 0.0% |
| 1997 | 0.2 | | 0.2 | 0.09 | 0.5 | 3.2% |
| 1998 | 0.228 | | 0.3 | 0.10 | 0.6 | 3.5% |
| 1999 | 0.282 | | 0.3 | 0.09 | 0.7 | 3.9% |
| 2000 | 0.11 | | 0.3 | | 0.4 | 1.8% |
| 2001 | 0.116 | | 0.2 | 0.08 | 0.4 | 3.2% |
| 2002 | 0.12 | | 0.2 | 0.12 | 0.5 | 3.0% |
| 2003 | 0.116 | | | 0.11 | 0.2 | 1.7% |
| 2004 | 0.099 | | 0.3 | 0.27 | 0.6 | 3.8% |
| 2005 | 0.085 | | | 0.69 | 0.8 | 4.6% |
| 2006 | 0.079 | | | 0.70 | 0.8 | 4.3% |
| 2007 | 0.057 | | | 0.98 | 1.0 | 4.7% |
| 2008 | | | | | | |
| 2009 | 0 | | 0 | 0.51 | 0.5 | 2.8% |
| 2010 | 0 | 0.008 | 0 | 1.08 | 1.1 | 7.3% |
| 2011 | 0 | 0.012 | 0 | 0.68 | 0.7 | 4.7% |
| 2012 | 0 | 0.012 | 0.01 | 0.58 | 0.6 | 3.2% |
| 2013 | | 0.008 | | 0.55 | 0.6 | 5.2% |
| 2014 | | | | 0.70 | 0.7 | 7.9% |
| 2015 | | | 0.025 | 0.58 | 0.6 | 6.6% |

Note: For pre-1999 data, read Rothmans for BAT, and read Wills for Imperial.
 PM = Philip Morris *Additives as a % of tobacco used for cigars

Comment: Additives made up to 5% of the weight of an average cigar.
 Fluctuations may be due to variations in completeness of reporting.